

LIFE



SUMMER SPORTS STYLE

MAY 9, 1938 **10** CENTS

Whether you drive ten miles or ten thousand...there are

3 DIFFERENT GRADES OF PERFORMANCE *in your car*

YOU probably own a better car than you are driving. That's because your car—and every car—has three grades of performance. To make sure that *you* are getting all the car you paid for, read these facts:

The farther you advance the spark of a modern high compression car, up to the point of maximum efficiency, the more power you get from gasoline.

But the motor “knocks” or “pings” when the spark is set farther ahead than the “anti-knock” quality of the gasoline permits.

Judged by anti-knock quality, there are *three* grades of gasoline: “low grade,” “regular” and gasoline containing “Ethyl.”

That is why your car has a device—variously called “distributor adjuster,” “Octane Selector,” etc.—for setting the spark for each of these three grades of gasoline.

And the performance of *your* car depends upon the grade of gas and spark setting, as shown below:

YOU HAVE THESE 3 CHOICES



Poor performance

with “low grade” gasoline

There is no anti-knock fluid (containing tetraethyl lead) in “low grade” gasoline. Power is lost because the spark must be retarded to prevent “knock” or “ping.”



Good performance

with “regular” gasoline

Most regular gasoline has in it anti-knock fluid (containing tetraethyl lead). The spark can be considerably advanced for more power without “knock” or “ping.”



Best performance

with gasoline containing “ETHYL”

Gasoline “with ETHYL” is highest in all-round quality. It has *enough* anti-knock fluid (containing tetraethyl lead) so that the spark can be *fully* advanced for maximum power and economy without “knock” or “ping.”



ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline

WHEN THE PROFESSIONAL TURNS AMATEUR HE USES A *Filmo* MOVIE CAMERA



JOHN ARNOLD, Metro-Goldwyn-Mayer Executive Director of Photography and an outstanding camera man for more than a quarter-century. Mr. Arnold, who derives great pleasure from making "candid" movies, usually in full color, of his family with his Filmo 70-D, says, "Like most professional cinematographers, I take my personal movies with Filmo Cameras. Why? Because I can depend upon Bell & Howell design and precision construction to give me perfect pictures."



FOR your personal movies, use the camera that the experts prefer . . . a Filmo. For only a fine camera can produce the theater-quality movies that you will want of your family and friends, your vacations and travels.

With a Filmo, it's as easy to take fine movies . . . in full color or in black-and-white . . . as to take still pictures. Film literally drops into place in the palm-size, pocket-fitting 8 mm. Filmo. No focusing is required. Simply sight through the spyglass viewfinder, press the button, and *what you see, you get*. Film for this camera is inexpensive . . . at still-picture cost you can record both *action* and *color*!

Even this lowest-priced Filmo has a lens capable of making fine movies indoors as well as out . . . of making color movies without extra gadgets. Extra fun is offered by the four operating speeds for fast and slow motion pictures, and by provisions for making animated cartoons and titles and for using extra lenses. Only \$55 at camera stores everywhere. 16 mm. Filmos from \$65 to \$1155.

As little as
\$11 down

WRITE FOR BOOKLET, "How to Make Inexpensive Personal Movies." Tells how easily anyone can record priceless scenes with a Filmo—in color or black-and-white. Mail the coupon. Bell & Howell Company, Chicago, New York, Hollywood, London. Since 1907 the largest manufacturer of precision equipment for motion picture studios of Hollywood and the world.

MAIL COUPON NOW!

BELL & HOWELL COMPANY
1841 Larchmont Avenue
Chicago, Illinois

Yes, mail me the book.

Name.....
Address.....
City.....
State.....



BELL & HOWELL

This One



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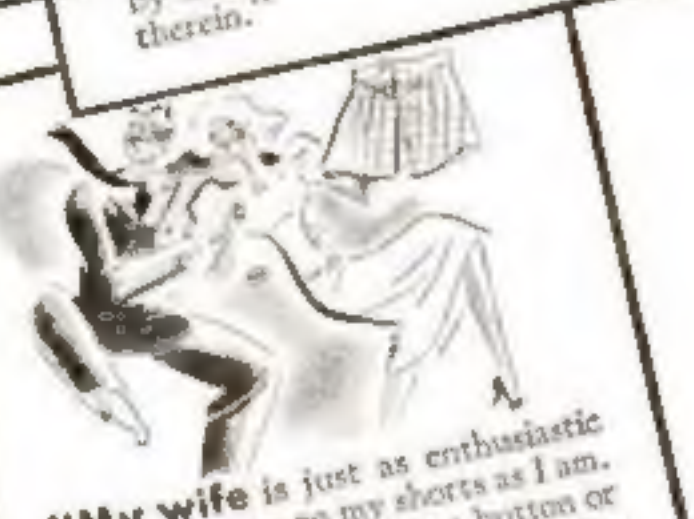
"At last...we've ended
button bother on shorts!"



"Zingo... buttons used to pop off my shorts without a moment's notice. But then my haberdasher told me about shorts with Grippers instead of buttons. Grippers won't break or rip off."



"'Laundering won't hurt Grippers,' the salesman told me. 'Grippers are approved as laundry-proof by The American Institute of Laundering—and they're guaranteed by Good Housekeeping as advertised therein.'"



"My wife is just as enthusiastic about Grippers on my shorts as I am. She hasn't had to sew on a button or mend a torn button hole since I've been wearing shorts with Grippers!"

insist on
SHORTS
with

Grippers

instead of buttons
Grippers are more convenient
and they're LAUNDRYPROOF

(Be sure you get genuine Grippers stamped plainly with the name.)

SCOVILL MANUFACTURING COMPANY

Button and Fastener Division
Waterbury, Connecticut
CORP. 1946, SCOVILL



These Leading Brands of Shorts
have Grippers instead of buttons...

NOBELT SUPER SHORTS
by Wilson Brothers
AROSNAP SHORTS
by Cluett, Peabody & Co., Inc.
MANSO SHORTS
by Manso, Inc.
ALLEN-A SHORTS
by The Allen-A Company
B. V. D. SHORTS
by The B. V. D. Corporation
SEALPAX SHORTS
by The Sealpax Company
SHORT-EEZ SHORTS
by Superior, Inc.
GOODSNAP SHORTS
by Goodenow Textiles Co.
VARSITY SHORTS
by Varsity Underwear Co.
CREVELING SHORTS
by Johnson, Creveling & Co.
MUNSWINGWEAR SHORTS
by Munswingwear, Inc.
AINTREE SHORTS
by Aintree Corporation

Most department stores also carry
their own brand of shorts equipped with
Grippers. These quality shorts are made by
THE MOSES ROSENTHAL CO.
REGATTA MFG. CO.
SEAGULL MFG. CO.

Canadian Shorts with Grippers include
Arrow, B. V. D., Forsyth, St. James,
Lewis, Croydon, Mexican Shorts with
Grippers include High Life and Society.

LETTERS TO THE EDITORS

Corkscrew Batter

Sirs:

During what part of Winsett's swing was the picture on LIFE's cover of April 25 (see cut) taken? Is it conceivable that even a Dodger could be daffy enough to bat right-handed, cross-handed, and begin his swing with his legs crossed? Or if this picture is the end of a left-handed swing how did he get his feet turned away from the plate and the right leg crossed over the left one rather than vice versa?

F. W. KLING JR.

Buena Vista, Va.



JOHN THOMAS WINSETT

Sirs:

Baseball fans will notice that the batter's eyes are directed upward as if his gaze is following a ball driven far and high. May I suggest that a better title would have been "A Hit?"

JACK ALLAN

Chicago, Ill.

Sirs:

My father and I have had an argument concerning your picture of Winsett. I say he is right-handed and my father says he is left. Who is right?

WAYNE WATKINS

Westfield, N. J.

Sirs:

In my opinion the batter hit the ball and therefore the caption "Strike" is wrong.

My wife says I'm wrong. How about it?

BOB JOHNSON

Spokane Daily Chronicle
Spokane, Wash.

• You're wrong. It was a strike. Rubber-legged, left-handed Batsman Winsett explains his curious stance as follows: "My corkscrew position following swing is due to my making no effort to curb my momentum after taking powerful cut. Thus a complete follow-through is effected."—ED.

It Was Medwick

Sirs:

In your April 25 baseball story, the picture labeled Frank McCormick is not a picture of the Reds' new first baseman. Look again, ED. The man in the picture is Ducky Medwick of the Gas-house Gang.

W. P. MATTHEWS JR.
H. M. MATTHEWS

Loomis School
Windsor, Conn.

• So it is. LIFE's apologies to Cincinnati's McCormick, St. Louis' Medwick.—ED.

Speaking of Dictators

Sirs:

I was deeply shocked to see in your April 18 issue pictures showing superficial resemblances between President Roosevelt and Mussolini and Hitler. The effect of the two pages was a strong implication that Roosevelt is a dictator. The brief printed comment could not possibly nullify the impression made by the pictures.

RALPH E. ESNER

New York, N. Y.

Sirs:

You failed to notice some other remarkable resemblances between Roosevelt and the dictators, Hitler and Mussolini. In case you'd like to carry on your little "joke" into another issue, I'll point them out to you.

(1) Roosevelt wears pants; Mussolini and Hitler wear pants.

(2) None of the three (Roosevelt, Hitler nor Mussolini) wears striped pyjamas when addressing an audience!

(3) None paints his face with wild herb roots when speaking on the public platform.

WILLIAM EMORY

New York, N. Y.

Sirs:

Perhaps my sense of humor has gone stale but I am unable to see anything funny in the alleged "comic resemblances" of Hitler and our great and good President Roosevelt.

It's damnably unfair to President Roosevelt to set him up in striking poses alongside the despicable despot Hitler. I refuse to laugh.

PAT J. KIRWIN

Cincinnati Post
Cincinnati, Ohio

Sirs:

Congratulations on "Speaking of Dictators." Such a sane treatment of the so-called dictator issue serves admirably to clear the atmosphere, and provides at the same time a good old-fashioned horse-laugh, the best answer to our amateur and professional viewers with alarm.

CHARLES FITE

New York, N. Y.

Sirs:

Thanks for your words of wisdom on page 17 of the April 18 issue: "If America gets a dictatorship it will not be because Franklin Roosevelt or any other man schemes it. It will be because the American people lose confidence in the ability of their political and business leaders to make life in a machine age bearable for men." But try and make anyone believe it!

JACQUELINE STORY

New York, N. Y.

Tomato Man

Sirs:

Upon opening your issue of April 11 at pages 8 & 9, I was struck by what is most likely the most unconscious bit of magazine caricature in history. Namely, the strong & striking resemblance of ex-President Hoover to the most honorable Mr. Heinz Tomato. May no one ever again within my hearing refer to Mr. Hoover as a "stuffed shirt," for I shall insist, and with all proof to back me, that Hoover is a stuffed tomato.

MRS. CLARENCE A. SCHWABE
St. Louis, Mo.

The Jews

Sirs:

I was moved to tears by your wonderful pictures and beautifully-written article on the meaning of Seder and the persecution of the Jews throughout the ages (LIFE, April 18). It makes me thankful,

Fritz Goro considers the full-page picture of the blaster (p. 48) at work the best science photograph he has ever taken, and intends to put it on exhibition. However, the most tricky shot was the small one on the opposite page of the same blaster working in a swirl of sand, which might well have ruined his lens. To obtain satisfactory results he set up his 8-year-old Leica outside the blasting room, had the door opened suddenly, snapped the picture, and quickly covered his lens.

COVER—EISENSTADT-PIX
2—A. P.
3—OWAT CHAMBER
4—U.S. COIN, INC. OF PHILADELPHIA ETC.
5—P. L. EISENSTADT-PIX
6—U.S. COIN, INC. OF PHILADELPHIA
7—EISENSTADT-PIX
8—MILWAUKEE JOURNAL PHOTO by HARRIS W. NOWELL—drawing by ROBERT JACKSON
9—EISENSTADT-PIX—W. W. MILWAUKEE JOURNAL PHOTO by HARRIS W. NOWELL—MILWAUKEE JOURNAL PHOTO by HARRIS W. NOWELL, A. P.—CHICAGO DAILY TIMES
10—J. & MARGARET HOUCK-WHITE—drawing by CARL HOSE, from THE NEW YORKER ALICE M. 1937, RANDOM HOUSE
11—COMB, A. P.—A. P.
12—INT.
13—MONOCAMERA
14, 16—INT.
15—HENLE from B. S.
16—KARBER-PIX
17—EISENSTADT-PIX, KARBER-PIX, EISENSTADT-PIX—EISENSTADT-PIX (2), KARBER-PIX—KARBER-PIX
18—HENLE from B. S.
19—HENLE from B. S.—KARBER-PIX, HENLE from B. S., KARBER-PIX—KARBER-PIX, HENLE from B. S. (2)
20—REX HARDY JR., EISENSTADT-PIX—HENLE from B. S., EISENSTADT-PIX—HENLE from B. S., EISENSTADT-PIX (2)
21—EISENSTADT-PIX
22—HENLE from B. S.
23—HENLE from U. S. OFF. GEN. PL. EISENSTADT-PIX
24—EISENSTADT-PIX
25—CHAU-PIX etc. bot. II.
26—Courtesy ITALIAN TOURIST INFORMATION OFFICE—DRAWING by ROBERT JACKSON
27—A. GARTONI
28—GARTONI etc. etc. HENLE from B. S. and bot. (2) P. L.
29—Courtesy ITALIAN TOURIST INFORMATION OFFICE etc. G. SCHIOMANS ZELLEN and L. R. STEFANO DI VARELLI
30, 36, 37, 38—PAULO GARRETTO
39—P. L.
40—P. L.—ACME
41—P. L. INTERPHOTO—P. L.—DE PASCAL from P. L.—P. L.—P. L.
42—S. MEYER
43—REX HARDY PICTURES INC. etc. bot. II. TWO HARDY PICTURES—PHOTO by JOHN STIEBLE
44—PETER STACKPOLE
45—REX HARDY JR.—PETER STACKPOLE, HENLE from B. S.
46—GOHO from B. S.
47—T. cer. courtesy G. B. BUHLEAF OF MINNESOTA etc. courtesy G. B. BUREAU OF MINNESOTA GOHO from B. S., KEY.
48—GOHO from B. S.
49—Courtesy MELLOW INSTITUTE etc. I. H. GOHO from B. S.
50—ACME & WILLIAM MCCORKLE from CHICAGO DAILY TIMES etc. bot. II. FRED TOY
51—FRED TOY etc. bot. AL. BURSE & WILLIAM MCCORKLE from CHICAGO DAILY TIMES
52—FRED TOY—FRED TOY, ACME, A. P., ACME—FRED TOY, PETER STACKPOLE, A. P. (2)—FRED TOY, W. W., INT., ACME—FRED TOY, A. P. (2)
53—ACME, A. P.—A. P.—INT.
54, 57—CAPA-PIX
55—N. Y. DAILY NEWSPHOTO etc. I. H. A. P.
56—W. W.
57—A. P.
58—J. B. LANE, GHOBILAN-ARMEDMAN
59—LAMBERT MARTIN
60, 67—P. L.
61—Courtesy S. LYONS & CO., LTD. etc. I. P. L.
62—P. L.

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE;
© COPYRIGHT; LF., LEFT; RT., RIGHT; T., TOP;
A. P., ASSOCIATED PRESS; D. S., BLACK STAR; INT.,
INTERNATIONAL; KEY., KEYSTONE; P. L. PIC-
TURES INC.; U. & E., UNDERWOOD & UNDER-
WOOD; W. W., WIDE WORLD

WITH GILLETTE'S NEW
SENATOR MODEL RAZOR

A TWIST
OPEN

A TWIST
CLOSED

**GILLETTE'S
New Brushless
Shaving Cream**

Prepare your beard for perfect shaves with Gillette's New Brushless Cream. Made with peanut oil, it softens wiry whiskers, stays moist, speeds shaving, won't clog your razor. Try a tube. You'll like it!

**LARGE
TUBE
ONLY
75c**

A black and white photograph of a Gillette shaving tube and a razor. The tube is white with a target logo and the word 'Gillette' printed on it. The razor is a safety razor with a dark handle and head. The background is dark and textured.

Gillette

RAZORS AND BLADES

MORE SHAVING COMFORT FOR YOUR MONEY

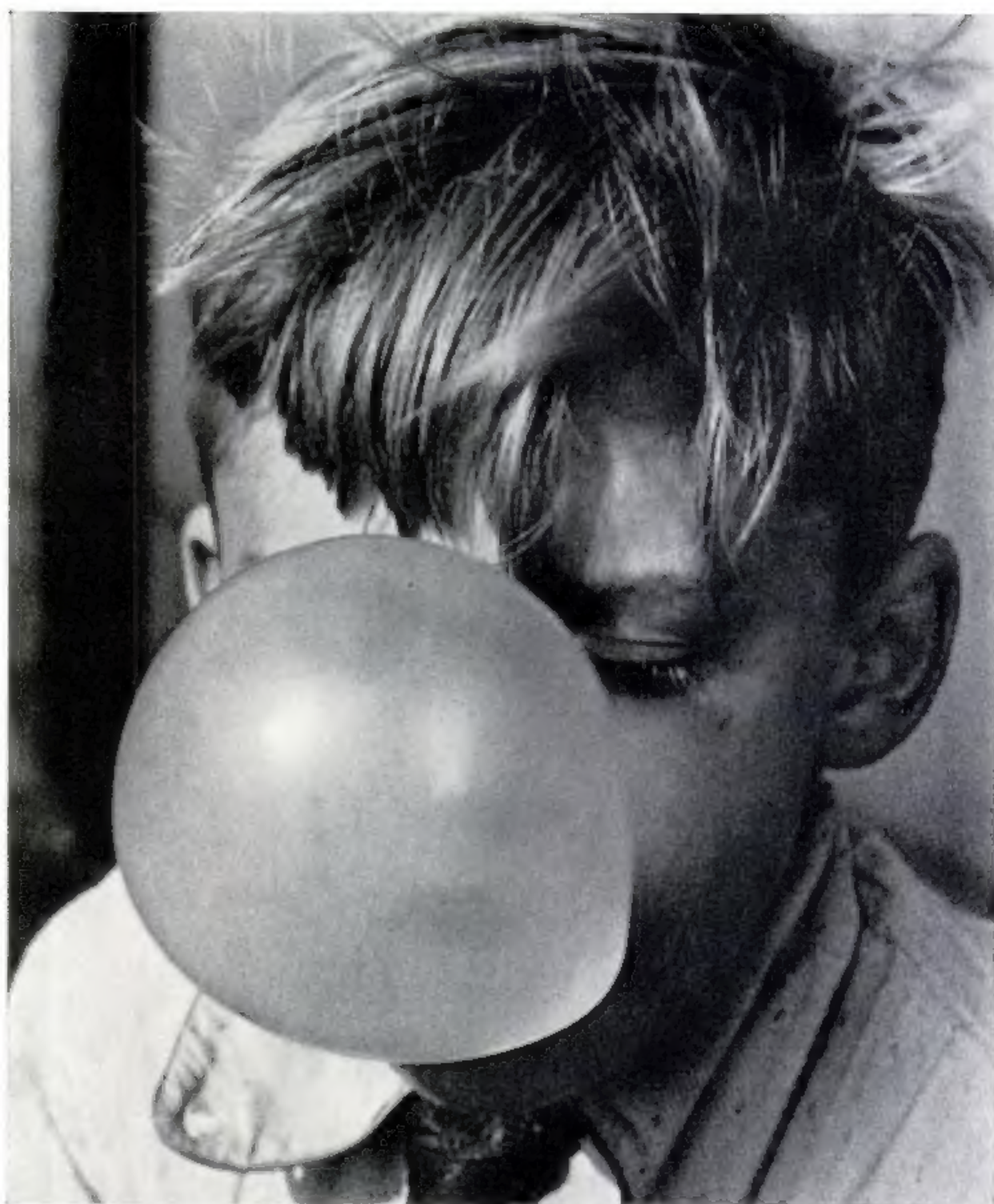
SPEAKING OF PICTURES...



"Marco Polo Bridge ten miles west of Peiping had been the scene of the first fighting between Chinese and Japanese troops. A truce was made and Japan agreed to evacuate. On July 10, 1937, the Chinese declared the Japs had broken their truce and had not gone back to the Marco Polo Bridge-Wanpinghsien district. The Japanese attacked Wanpinghsien about 5:30 p.m. There the Chinese and Japanese met for some of the bloodiest fighting of the war. Japanese were reinforced by troop trains from Manchukuo."



"The 'Big Sword' Corps of the famous Twenty-ninth Army of China was active south of Peiping in the summer of 1937. These warriors, many armed with only great, broad, two-handed swords, cast terror into the Japanese. With a desperate determination they opposed the Japanese machine guns, tanks, and airplanes! Chinese casualties in the fighting were great. Two Japanese airplane squadrons rained down death, but the Chinese sullenly refused to abandon their posts. Fighting became general all around Peiping."



A TRUE BUBBLE-GUM ARTIST CAN BLOW BUBBLES WHICH ALL BUT COVER HIS FACE



"Through Nankow Pass ran the only route over which the Japanese could move heavy armaments from Northwest Hopen Province to Inner Mongolia. By Aug. 20, 1937, Japanese had forced their way into the 15-mile great Nankow Pass. Here they were met by torrential storms and crafty Chinese soldiers. Clinging to positions behind rocks, and in hastily dug trenches, Japanese infantry was able to crawl over the terrain, but their heavy artillery could not be hauled because of the thick mud. Thousands were killed."



"On Aug. 23, 1937 air bombs ripped into crowded downtown Shanghai department stores. Hundreds of women and children were slaughtered. The Sincere Company store was turned into a shambles. After the bombs had fallen the air was filled with acrid smoke. As it gradually lifted it revealed numberless mangled bodies lying in great pools of blood. Faithful coolies with rickshaws, waiting for their white masters and mistresses, were wiped out. Rescue workers and Boy Scouts began carrying off the dead and wounded."



"Japanese air pilots, in Aug. 1937, proceeded to fly over the neutral International Settlement with bombs aimed to fall in a slanting direction on Chinese positions a short distance outside, but many fell inside. A trolley was blown to pieces, the motorman and all the passengers destroyed. Bodies were catapulted in all directions. Pedestrians were smeared with splashes of human blood, or knocked down by pieces of arms and legs flying through the air! U. S. Marines at once took charge of the shambles."

... THIS IS BUBBLE GUM'S WAR IN CHINA



The course of the war in China may be very confusing to adult Americans but it is becoming very clear and familiar to myriad American youngsters who are bubble-gum chewers. The reasons appear in the illustrations on these pages. These drawings, printed in vivid color, are given away by Gum, Inc. of Philadelphia with every slab of its "Blony" bubble gum. The buyer collects or swaps the cards. He blows the gum out of his mouth into huge balloon-like bubbles (see opposite).

Giving war-picture cards away is old candy-trade practice but cards have usually related old-hat history like the massacre of Custer's men. Gum, Inc. gets its wars hot off the battlefield, is satisfied with nothing older than a slaughter in Nanking. The cards are executed by Gum, Inc.'s advertising counsel, George Maull, a Sunday-school teacher, who lends a peaceful tone to the otherwise martial cards by printing on each the motto: "To know the HORRORS OF WAR is to want PEACE." It is no fault of Mr. Maull's that children now ask for the product as "War Gum."

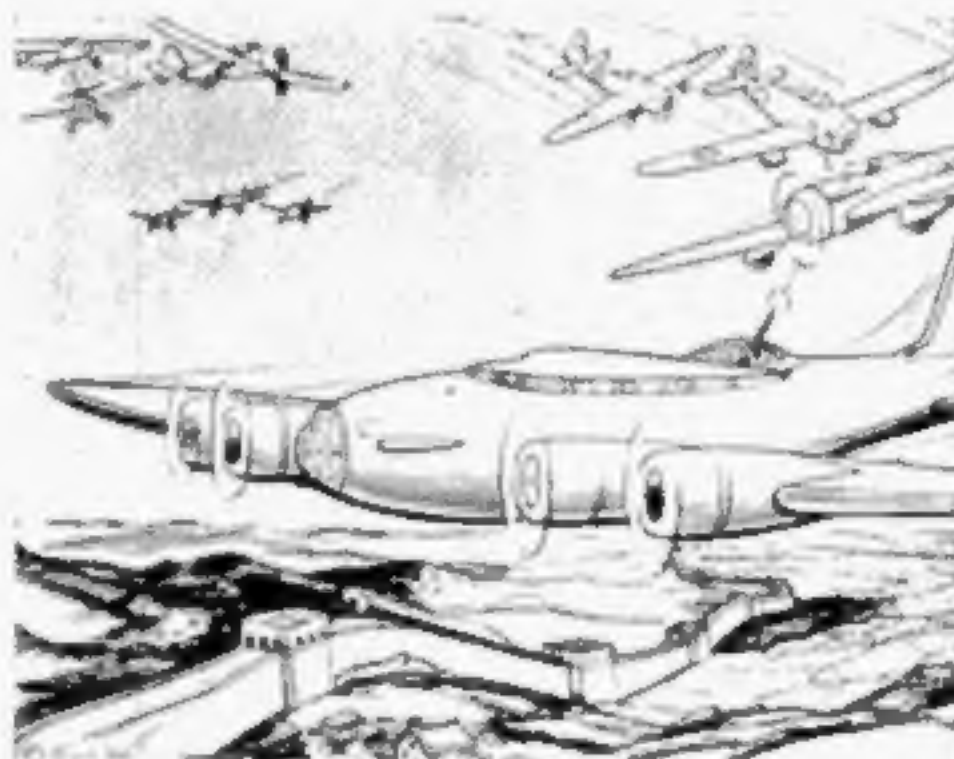
On the back of each card are detailed captions, quoted here, which are very specific about destruction and are anti-Japanese because Mr. Maull feels America is anti-Japanese. But some future historian may trace a cause for a U. S.-Japanese war to the fact that the generation which was pre-adolescent in America in 1938 had received severe anti-Japanese prejudices through its curious liking for blowing bubbles with Blony gum.



"Sir Hughe Knatchbull-Hugessen, British Ambassador to China, was hurrying to a conference in Shanghai on Aug. 26, 1937. His car flew a Union Jack as plain notification of British status. All of a sudden a Japanese bomber swept over, dived toward the British car. There was a burst of machine-gun bullets and the Ambassador slumped in his seat, shot through the liver. Japan apologized for a 'mistake in identity' . . . but had additional explaining to do when Japanese planes also destroyed an American dairy nearby!"



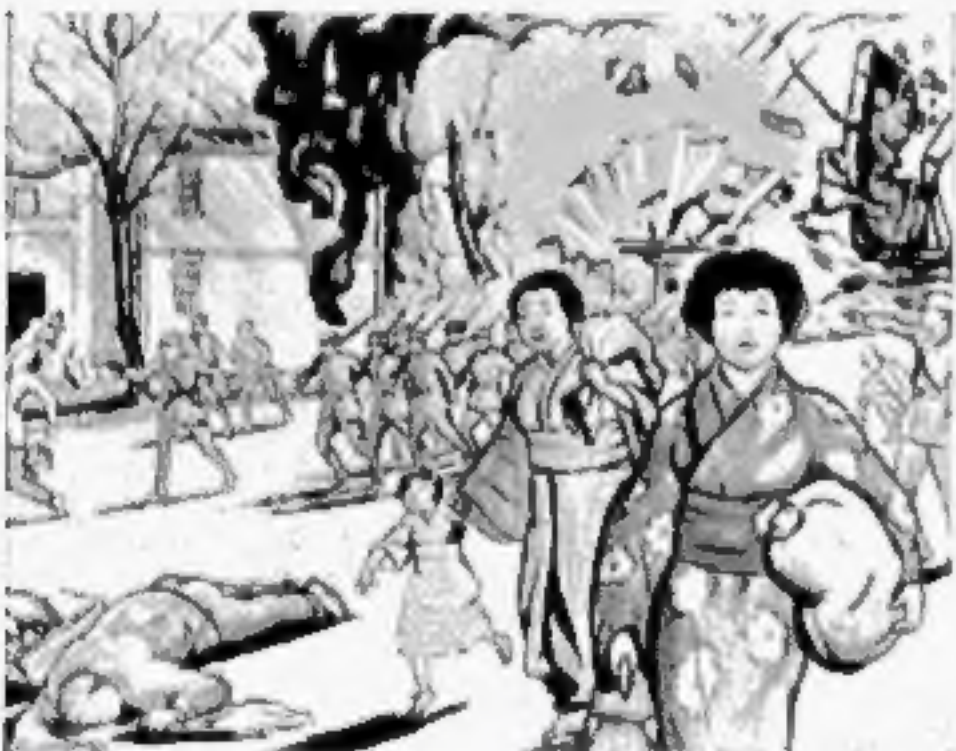
"Early morning, Oct. 20, 1937, the Chinese 'doomed battalion' was defending its warehouse-fortress in Shanghai. A Girl Scout appeared in 'No Man's Land,' in her arms a big Chinese flag. Her purpose was to get it to the fort to take the place of the battle-scarred ensign flying! Shells burst all around as she made her way along an unused trench. She reached her destination, and in a few minutes the new flag was waving proudly. Then the brave girl crawled back. She had done her 'good deed' for that day."



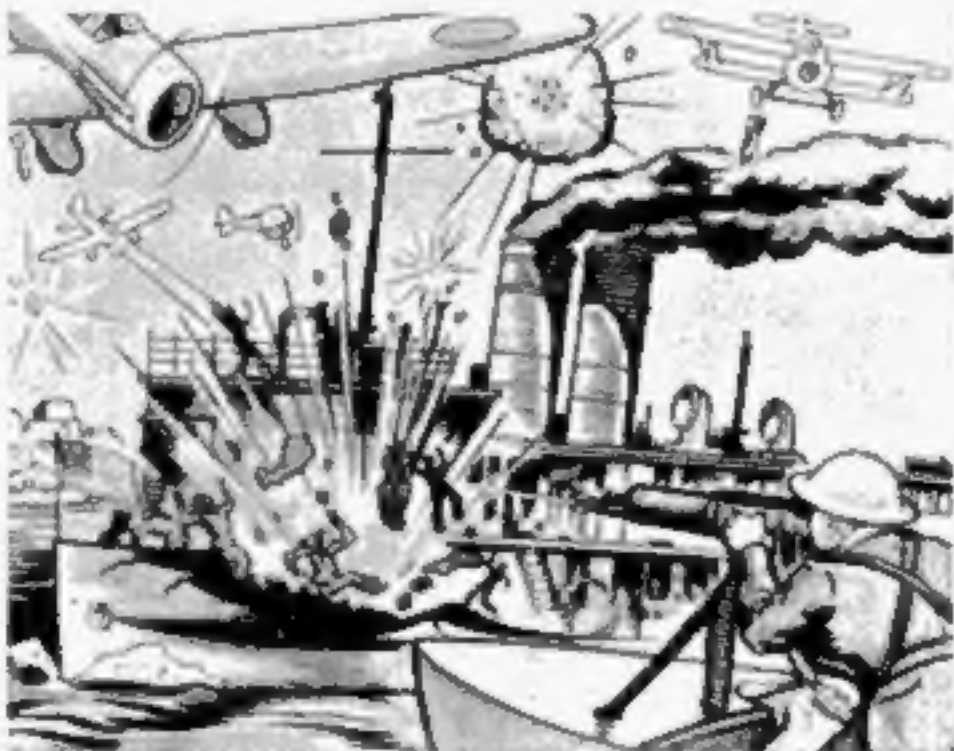
"Generalissimo and Madame Chiang decided to flee from danger on Dec. 7, 1937. Taking off from Nanking in a speedy Boeing, they were sighted by six Japanese pursuit planes! The Jap flyers gave chase, little suspecting what distinguished quarry they were after. They followed the Chiangs in a mad chase for over 175 miles! Several times it looked like certain death for the noted Chinese General and his wife. However, their trusty pilot finally lost the pursuers in vicinity of Anking, up-river from Nanking."



"Horror beyond human imagination took place in Nanking between Dec. 10 and 18, 1937. Generalissimo Chiang Kai-shek, despite expert advices, had left some of his best troops to make a last stand inside the city. When the walls were breached, Chinese soldiers stripped to their underclothes and ran around looking for civilian clothes to disguise themselves. Japanese shot down everyone seen running or caught in a dark alley. Soldiers and civilians were tied in groups of 50 and executed in cold blood!"



"Japan's biggest investment in China was the 100-million-dollar textile industry at Tsingtao. Rather than allow the Japanese advance to occupy this rich seaport to advantage, Chinese devastation squads spent nearly two weeks prior to Dec. 31, 1937, in systematic dynamiting of Jap factories and homes! Hundreds of fires were set. Meanwhile Chinese legions in the west were fighting desperately to stem the Japanese advance upon Tsingtao as an important continuation of the Chinese Armies' 'scorched earth policy.'"



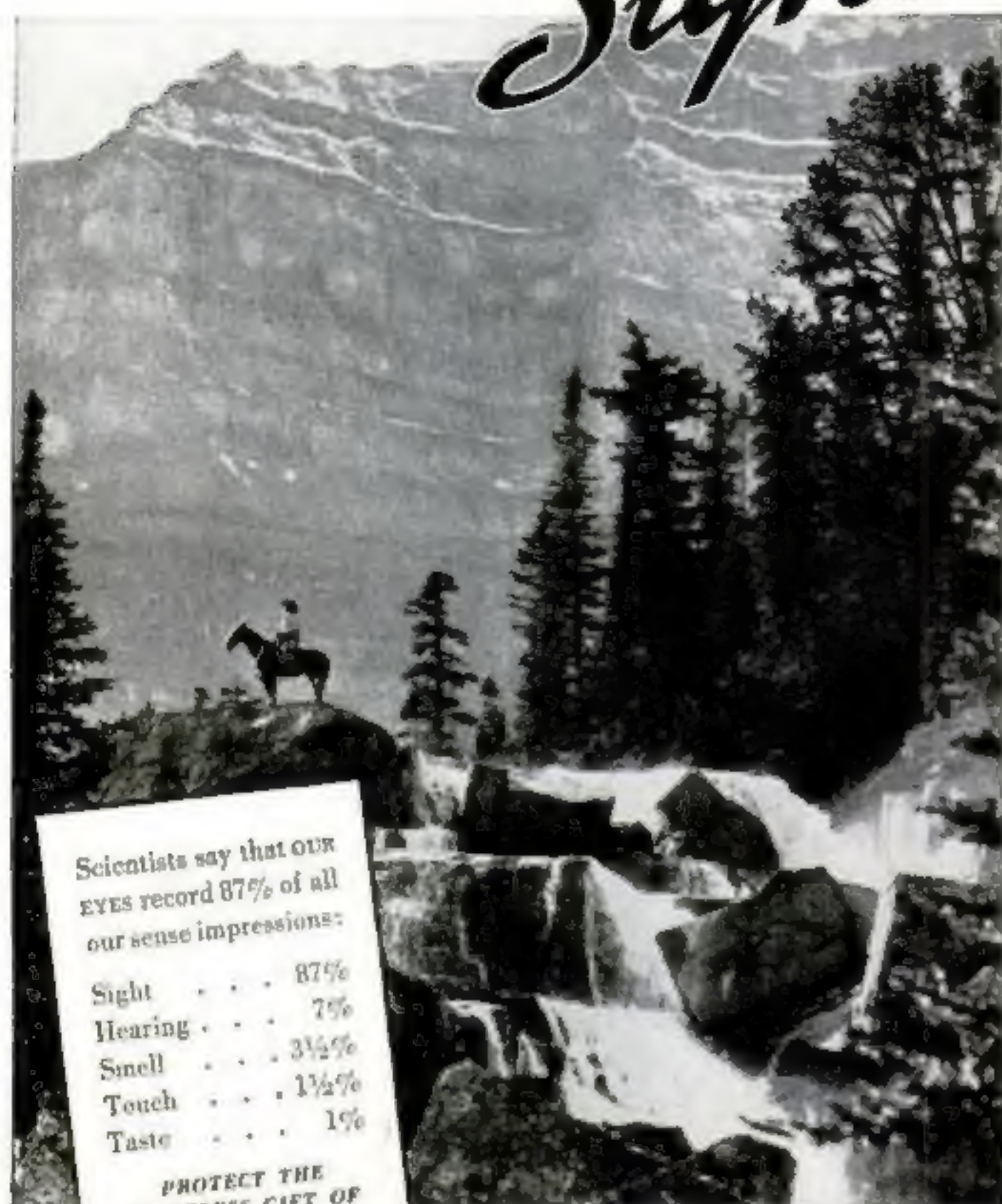
"U. S. S. Panay, on Dec. 12, 1937, was anchored in the Yangtze River about 28 miles above Nanking. American flags, prominently displayed, gave warning of its status. Imagine the bitter surprise of its crew when at 1:38 p.m. Japanese planes began dropping bombs on its decks! The first group dive-bombed from a considerable altitude. Later, when the Panay was visibly smashed, they let go bombs nearer the ship. Just before the vessel sank, Japanese machine gunners approached on a boat and fired on the ship."



"War has always been a cruel butcher of men, a relentless destroyer of civilization. Japan's undeclared war against China is even more horrible because it has caused the wholesale destruction of innocent families. Cities have been laid waste, peaceful farms bombed and villagers slaughtered. Without a place to live, without food, without hope, pitiable survivors wander about the chaotic countryside, dazed and dejected. What is to become of China? What is to become of the World . . . if War is not outlawed!"

HOW MUCH YOU'D
MISS WITHOUT

Sight



Scientists say that OUR
EYES record 87% of all
our sense impressions:

Sight . . .	87%
Hearing . . .	7%
Smell . . .	3½%
Touch . . .	1½%
Taste . . .	1%

PROTECT THE
PRICELESS GIFT OF
SIGHT!

Guard your eyes against over-brightness

HUNDREDS of times every day, the delicate nerve-ends of your eyes are exposed to annoying, and perhaps harmful, over-brightness or glare. Over-brightness stabs from polished desk and glossy paper, in quick reflections from metal and glass, in sudden light contrasts indoors and out—through all your waking hours.

If tired eyes and taut nerves suggest a condition of eye-strain—have your eyes examined at once. A simple, scientific test will tell whether or not your eyes need the comfort afforded by

Soft-Lite Lenses—the softening of over-brightness by absorbing excess light.

Soft-Lite Lenses are made of special light-filtering glass at the great optical works of Bausch & Lomb. Their delicate flesh-tone, blending with the natural complexion, makes Soft-Lite Lenses pleasingly inconspicuous.

Be careful, always, to guard your precious sight from the dangers of too much or too little light. Good vision is one of man's greatest gifts—once lost it can never be restored!



Soft-Lite Lenses

GREATER COMFORT . . . BETTER APPEARANCE

The protection-certificate identifies the genuine. Available only through LICENSEES
SOFT-LITE LENS CO., 745 FIFTH AVENUE, NEW YORK; TORONTO; LONDON

Write for interesting leaflet—also, if you wear glasses, for a specially prepared, handkerchief-size cleaner cloth—without charge

SPEAKING OF PICTURES

(continued)

How to blow bubbles with bubble gum



Bubble gum is a compound of synthetic rubber, hydrogenized vegetable oils, synthetic resins and fruit flavors. When thoroughly chewed, it becomes a nasty-looking pink mess with the elasticity of a fairly old piece of rubber. To blow bubbles, the gum is first chewed well, then pressed flat behind the teeth. The teeth are parted slightly, the gum pushed through with the tongue and the breath is blown gently out. The result is a bubble which, after the gum has been long used, sometimes bursts and smears over the blower's face as shown here. Gum, Inc. is not the only maker of bubble gum but Blony is one of the best-selling kinds. When war cards were inaugurated, sales blew up to a million slabs a day.



Vol. 4, No. 19

LIFE

May 9, 1938

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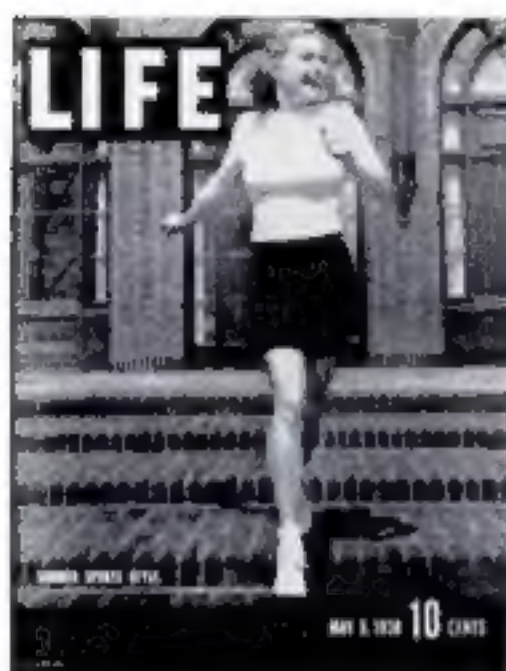
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LIFE'S COVER: The bounding blonde is 21-year-old Virginia Judd of Indianapolis who was voted the most beautiful model in America by New York Art Director's Club a month ago. Whether they chose wisely and well can be ascertained by looking at the photographs of Miss Judd which appear with other beauties in the sportswear portfolio beginning on page 17 of this issue. For one of the play-suit photos Miss Judd sat on the grass, got poison ivy. The cover picture was taken by LIFE's Photographer Alfred Eisenstaedt at the Westchester Country Club.

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CANDID CAMERA SHOTS OF THE NEW FASHIONS



Miss Joan Christie of Manhattan says, "‘Colonials’ are my favorite gloves...they're so perfect for all my summer things. I like them, too, because they're so cool."

Kayser's "Colonial" gloves look as romantic as your great-grandmother's wedding veil...Made of the dainty Coral-Lace* rayon fabric—cool as a mountain breeze and perfectly washable. Yes, you can get them in all summer colors, too. Made in U. S. A. \$1.00

HOSIERY GIVEN FREE FOR SNAPSHOTS!

Just send a snapshot of yourself or a friend, wearing Kayser Spring gloves or hosiery. It's easy—it's fun. You will win 6 pairs of Mir-O-Kleer** hosiery for each snapshot we accept. Snapshots submitted will not be used for advertising purposes without consent. No pictures returned. Address Kayser, Dept. L5, 500 Fifth Ave., N. Y. C. In Canada: Address Kayser, Dept. L5, University Tower, Montreal.

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EARLY AMERICAN GOES MODERN



CUCUMBER-PICKIN' TIME used to find grandfather out in his patch early in the morning—the dew still glistening on green vines trailing over the sun-baked earth. With infinite care he selected the firm, young cucumbers and heaped them into his helper's basket. Only the *finest*, most perfect specimens were good

enough for grandmother's pert, jade-green cucumber pickle. And that's just the way Heinz feels about Heinz Fresh Cucumber Pickle! On experimental farms, special pedigreed cucumbers are scientifically developed—the slender, thin-skinned kind with that fresh, tart taste everybody relishes!



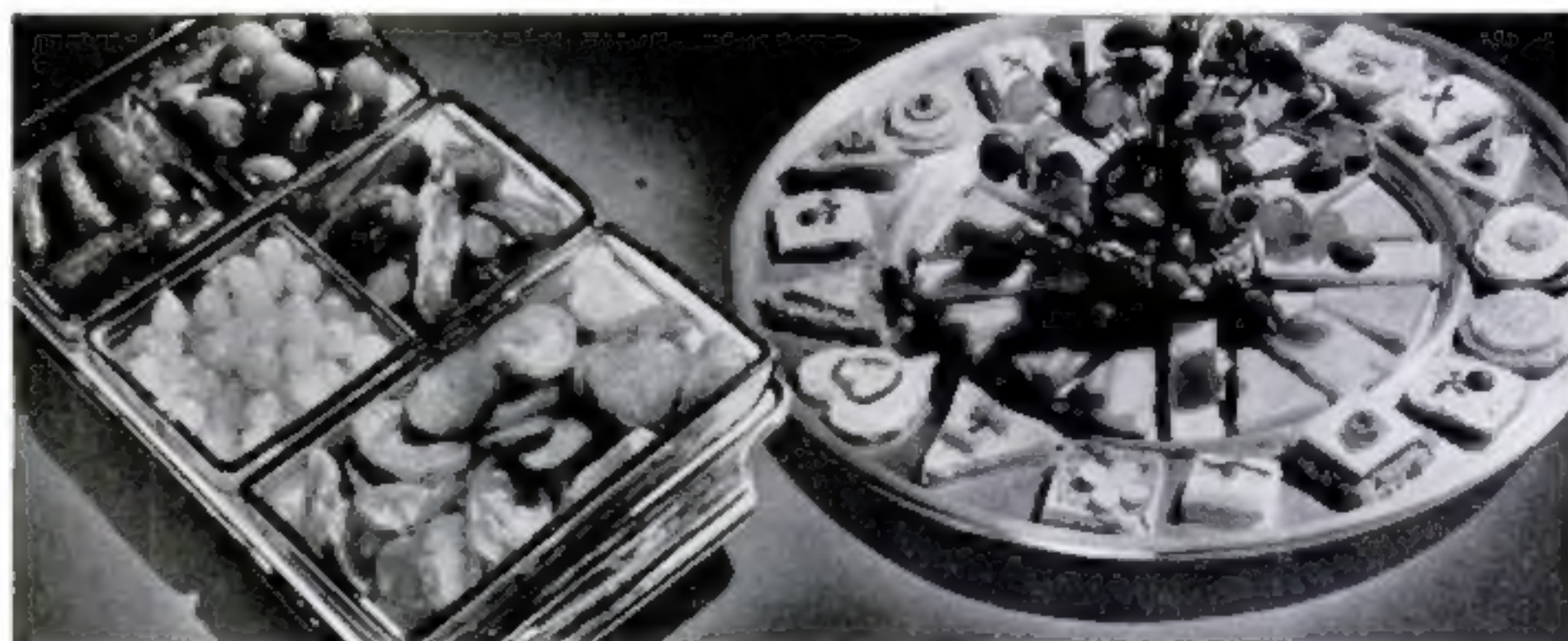
PLUNDER UNDER THE STAIRS! Remember the cool, shadowy cellar at grandmother's farm . . . the spicy incense of the pickle crock . . . those crunchy slices she handed out to a hungry boy? Mmmmm—the good old days are here again! Heinz has re-created, in Heinz Fresh Cucumber Pickle, that early American taste-thrill!



MODERN MATRIARCH of the pickle jar now gives her grandchildren Heinz Fresh Cucumber Pickle! She knows it's an artful, wholesome blend of Heinz own cucumbers, Heinz vintage Vinegar, and imported seasonings—prepared the way she used to make cucumber pickle herself. And, so she lets the young-fry eat their fill!

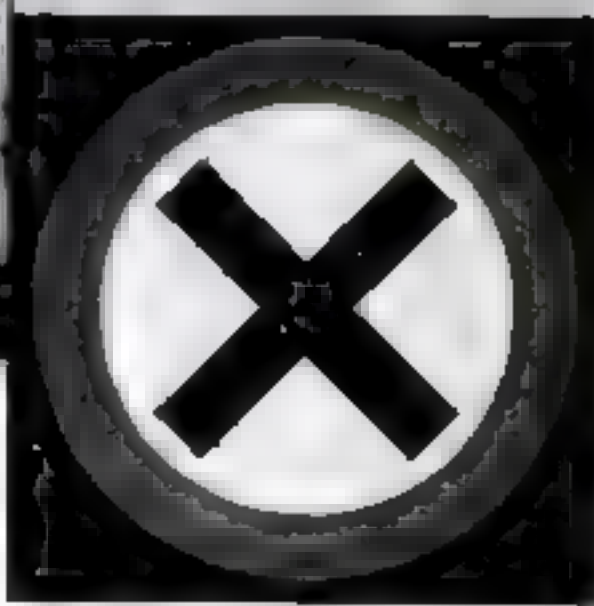
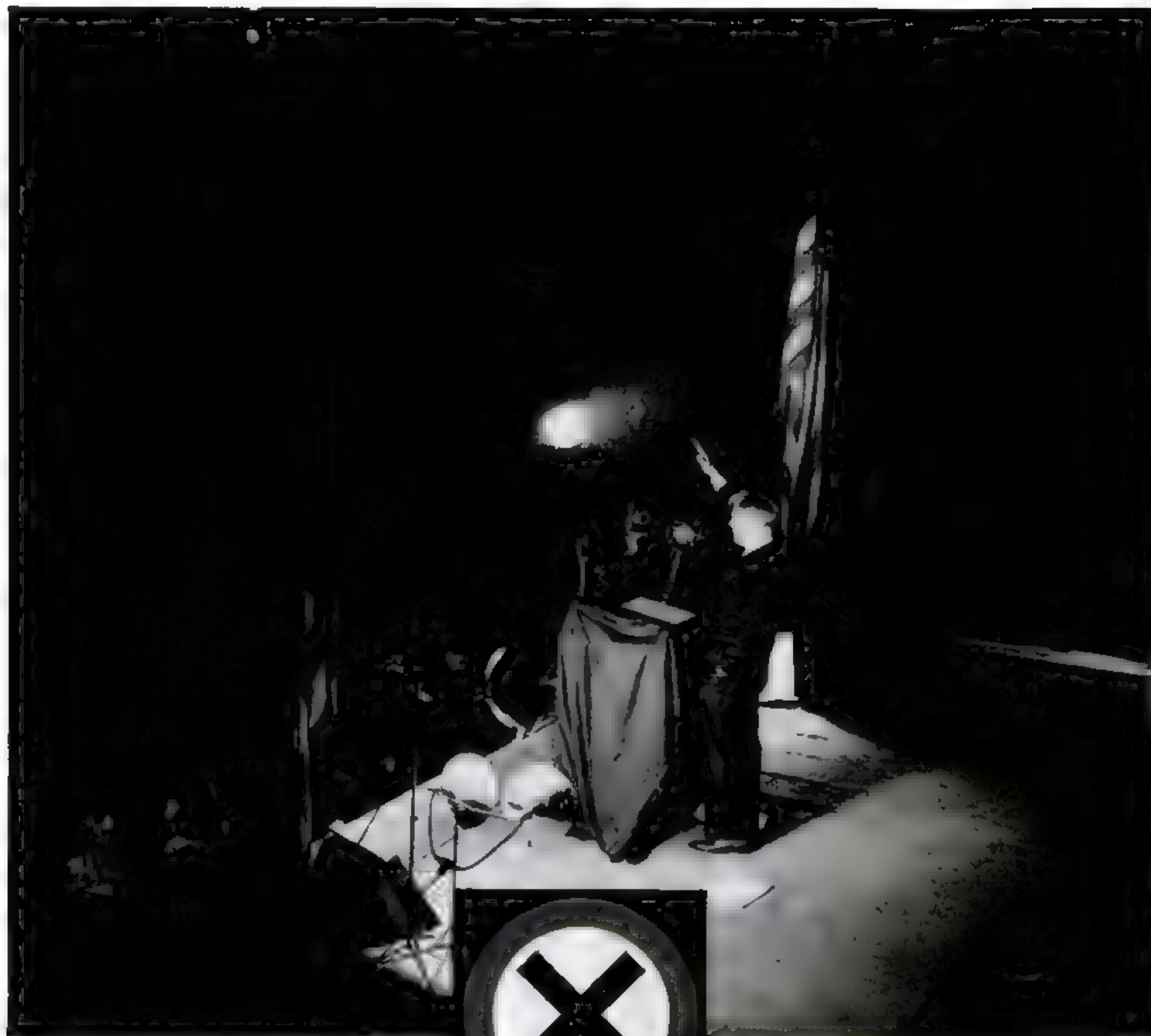


"LAND SAKES—I'VE
MADE THEM THIS
WAY FOR YEARS!"



WELL-DRESSED TABLES are wearing pickle dishes again! They're crystal now, instead of cut-glass, but the pickle is the same as of old. For it's piquant, perky Heinz Fresh Cucumber Pickle! You'll find these cool jade discs add chic to the cocktail tray. And they're delicious with hors d'oeuvres—or arranged across the

top of baked fish and meat loaf. For a sprightly, spring-like touch, use them to outline the shape of golden-brown omelets—and serve them generously with sizzling sausages and eggs. Order an economical, generous-sized jar of Heinz Fresh Cucumber Pickle, one of the 57 Varieties—and let your culinary imagination run riot!



GET RICH FIRST, SQUABBLE

LATER, SAYS LA FOLLETTE

In the University of Wisconsin Live Stock Pavilion at Madison, where many a contented Wisconsin cow and hog has trod for judging, 5,000 discontented people gathered April 28. From a flagged and bannered platform, Wisconsin's spellbinding young Progressive Governor Philip Fox La Follette (*above*) put forward the La Follette solution for America's troubles, made a La Follette bid for the White House if not in 1940, then in 1944 or 1948.

Week before by radio, Governor "Phil"—youngest of the La Follette dynasty founded by great Robert M. Sr. and carried on by Senator Robert M. Jr.—had dramatically ended the La Follette alliance with President Roosevelt. "We are back in the same old depression," he had cried, calling the New Deal "tinkering and patching," declaring that Roosevelt had done no more than Hoover to attack "underlying problems."

"Why are we in trouble?" he keynoted now to his wildly cheering audience at Madison. "The answer is clear: We are not now, and have not been during the depression, producing enough to support the American standard of living. We are consuming more than we produce. . . . We have spent so much time squabbling over sharing our wealth that we have lost sight of the essential fact that we

cannot share wealth unless we have first produced enough real wealth to share."

Swiftly he reviewed and damned the New Deal's efforts to keep prices and wages up by cutting production. His solution: put every man, every machine to work producing more instead of less. Who would do it? A new political party, the National Progressives of America, whose birth he now proclaimed. Its symbolic emblem would be a red circle surrounding a blue X on a white background (*see inset*). The circle was for unity of all groups and creeds, the X for the voter's mark and the multiplication sign.

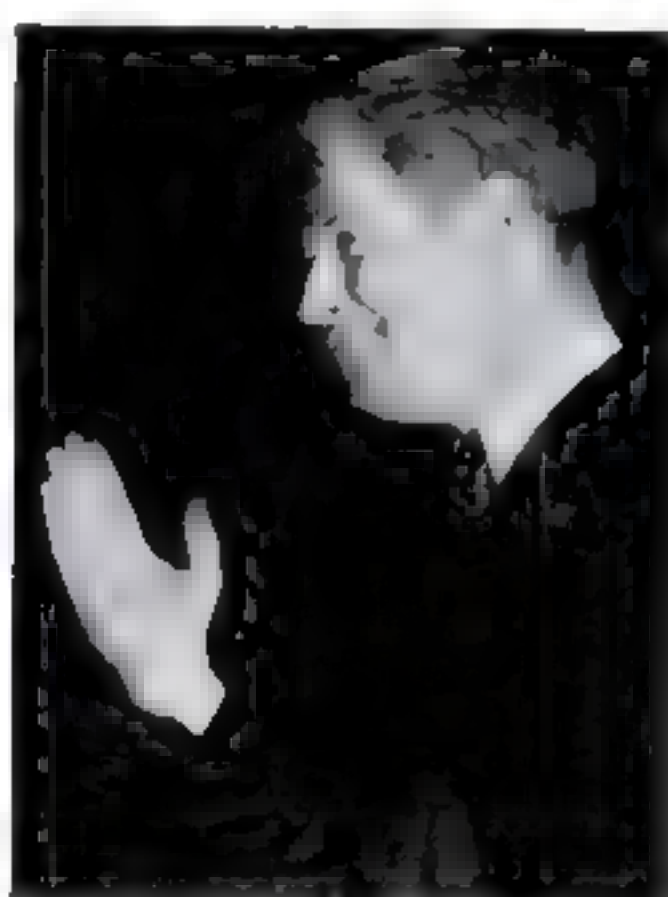
Off sped Governor Phil after his speech to begin the enormous task of building a national political organization by wooing present progressive groups—Farmer-Labor in Minnesota and Iowa, Commonwealth Federation in Washington, American Labor in New York. He had the staunch support of Senator Bob, the expressed sympathy of New York's Mayor Fiorello H. La Guardia. But most progressive politicians were cautious, waiting for the bandwagon to begin to roll before they hopped aboard. Millions of Americans, sick & tired of hunger in the midst of plenty, waited hopefully for Leader La Follette to answer the one great question about his inspiring philosophy: How are you going to do it?

GOVERNOR PHIL: ABLE SON OF A GREAT FATHER

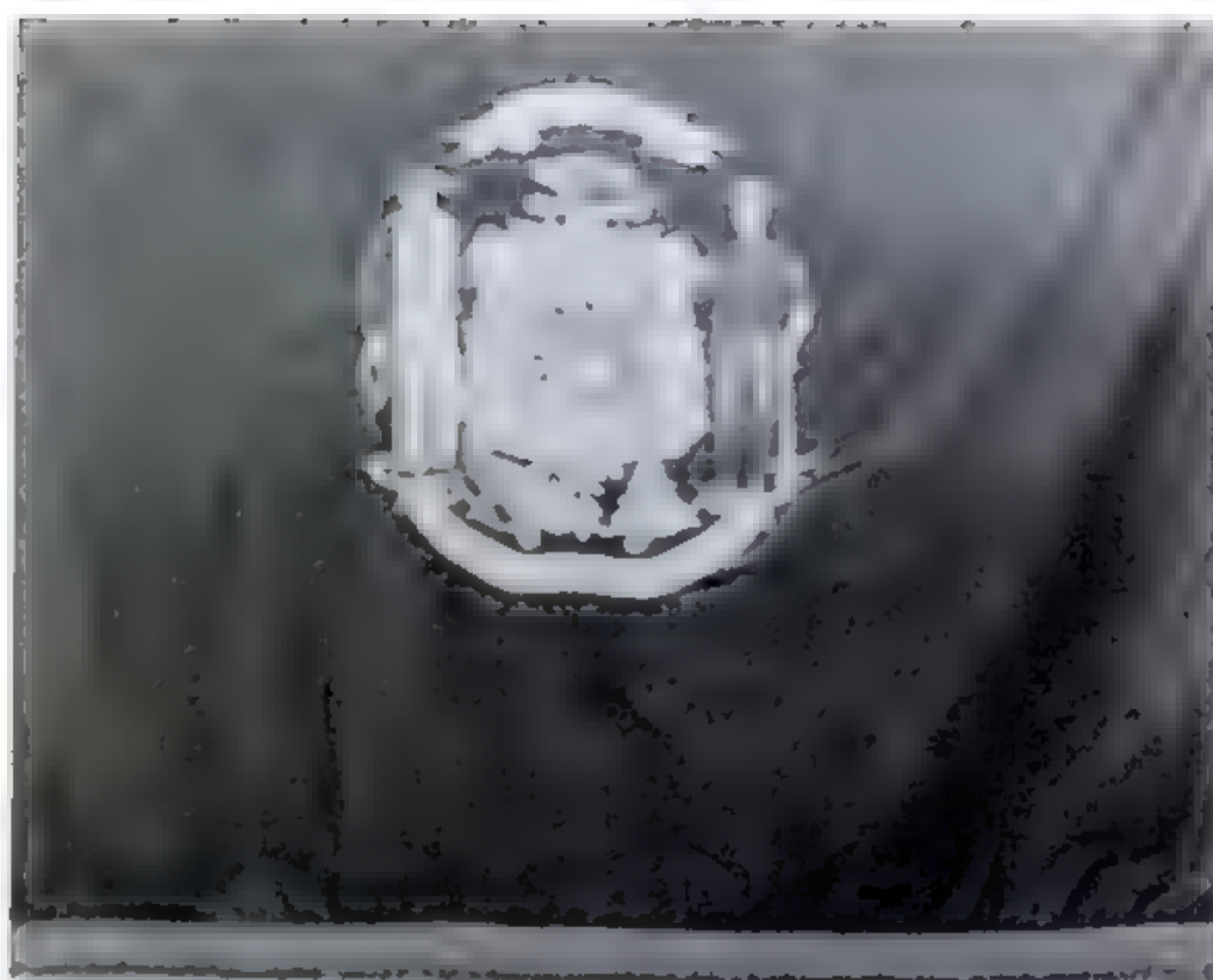
The nation at large knows Senator Bob La Follette better, but in Wisconsin they think that it is Governor Phil who will eventually make the White House. Phil was the one their father groomed as his successor. But when "Old Bob" died in 1925, Phil was only 28—too young to take his Senate seat. So Wisconsin sent "Young Bob," just 30, instead. Phil had to wait until he reached a ripe 33 to step into the Governorship.

Following hard in his father's footsteps, Phil studied at University of Wisconsin, took a law degree, was elected district attorney of Dane County in 1923—the very job with which his father had begun his political career 43 years before. Possessed of the same instincts which made his father first aspire to be a Shakespearean actor, he quickly dramatized himself by such feats as buckling on a huge pistol, accompanying police as they cleaned up Madison's vice & bootleg section, "The Bush."

Elected Governor in 1930, he was beaten for Republican renomination in 1932. With Bob he organized the Wisconsin Progressive Party in 1934, on its ticket won second and third terms as Governor. Like his father he is dynamic, courageous, idealistic, shrewd, widely read, happily married.



La Follette oratory has been one of Wisconsin's most famous products for more than 30 years. These pictures, taken during his April 28 speech, show that young Phil has inherited his father's ability to put on the kind of show Wisconsin voters love.



His Excellency, the Governor of Wisconsin says "None of that nonsense!" when people address him as "Your Excellency." Everybody in Wisconsin, including head-line writers, calls him Phil. His three terms in the State Capitol have been notable for efficiency, honesty and reform.

IN PRIVATE CONVERSATION GOVERNOR LA FOLLETTE IS MORE SUBDUED BUT NO LESS INTENSE THAN HE IS ON A PUBLIC PLATFORM





Robert Marion La Follette Sr., Governor of (1901-05) and Senator from Wisconsin (1905-25), campaigned for the Presidency on a Progressive ticket in 1924 (above), pulled 4,600,000 votes.



Robert Marion La Follette Jr., Senator from Wisconsin since 1925, champions Peace, Civil Liberties, Labor, Government spending, more income taxes for more people.

"Old Bob" La Follette created the "Wisconsin Idea" which his sons now offer to the Nation

Wisconsin has long been the most consistently progressive State in the Union, and one man made it so—the late great Robert Marion La Follette. "Old Bob" lived a hero to millions of Americans and, as proved by his votes for President in 1924, he died one. But his fight for progressive reforms, as well as his fight to keep America out of War in 1917, made him also one of the best-hated men of his time. That the reputation he gave Wisconsin still lives, appears in the recent *New Yorker* cartoon by Carl Rose (below).

When La Follette came to the Governorship in 1901, Wisconsin was ruled by the railroads and the lumber companies. When he left for Washington in 1903 it was ruled by the people-plus-La Follette. In four whirlwind years under his leadership, Wisconsin pioneered laws forbidding railroad passes to public officials, setting up the first State-wide direct primary system, tightening railroad taxation and regulating rate-making, defining and punishing corrupt election practices, pushing forward in the new fields of workmen's compensation, pure food

and public health. Thus was born the "Wisconsin Idea"—a spirit rather than a program of economic and social reform.

The Wisconsin Idea as embodied by Old Bob's sons in the shape of such things as high taxes, public works, public power, unemployment insurance, social security has now been made familiar to the nation by the New Deal. Whether such reforms can really make a State or nation richer and happier remains to be proved. The vital difference between La Follette philosophy and Roosevelt action is on the issue of getting rich by producing more or by producing less.

Phil La Follette's five-point platform for his National Progressives was noble but vague. He called for a job for every American, an efficient but not dictatorial U. S. Executive, a "decent annual income for all," an end to "coddling or spoon-feeding the American people." The nearest thing to a concrete proposal was a declaration for public ownership and control of money and credit. For the rest, hopeful voters must trust at least temporarily to the Wisconsin Idea.

"A CARAVAN OF CALIFORNIA MILLIONAIRES, FLEEING EASTWARD FROM THE STATE INCOME TAX, ENCAMPS FOR THE NIGHT IN HOSTILE WISCONSIN TERRITORY"



NEW JERSEY'S FIRST CATHOLIC ARCHBISHOP IS SALUTED BY HIS FLOCK



In Newark on April 27, archbishops, bishops, mitred abbots, monsignors, priests, papal knights, nuns and laymen saw the Most Rev. Thomas Joseph Walsh, Bishop of Newark, become Archbishop of Newark. By proclamation of the Pope,

Newark had become an archdiocese. Thus for the first time New Jersey's 1,000,000 Catholics were united under their own shepherd answerable only to Rome. Their shepherd is a 64-year-old Irishman, from Parkers Landing, Pa., a



joyful churchman, immensely active, immensely popular with the people of his diocese. As the new Archbishop left his Cathedral after the 3rd hour service, women rushed through police lines to kiss his ring (left) his foot (right),

"Don't go near the movies," says Cardinal

His Eminence, William Henry Cardinal O'Connell, potent Archbishop of Boston, told the Diocesan Congress of Catholic Women to shun the movies, stay at home. Said he: "Now the world is being flooded with what can only be called filth in every form. . . . Don't go near the movies, the tankies. You must do without them if you want to save your soul." He also called modern fashions "abhorrent," saying "There is something abnormal in a woman attempting to dress up in men's clothes. . . . whether it's at the beaches or somewhere else."

Mrs. Feehan scolds Mrs. Roosevelt

In tune with the Archbishop of Boston, Mrs. Charles Feehan, president of the League of Catholic Women, scolded Mrs. Roosevelt for her commendation of *The Birth of a Nation* and her attitude on divorce. Said she: "It is most unfortunate, unfair and dangerous for the wife of the President of the United States to make apologetic pronouncements that give offense to a large part of our citizens. Next day Dorothy Thompson informed Mrs. Delano of this. 'This is a Protestant country.' Mrs. Roosevelt was completely lost for freedom of opinion."





Pope canonizes three new saints

Magnificently in St. Peter's on Easter Sunday, three new saints were added to the hagiography of Rome. For three hours Pope Pius XI, nearly 81, sat enthroned in heavy pontifical robes. Over the High Altar hung a painting of the new saints. Andrea Bobola, 17th Century Polish Jesuit; Salvatore da Horta,

16th Century Spanish Franciscan; Giovanni Leonardi, 16th Century Cleric of the Mother of God. In the square outside, 130,000 persons waited for a glimpse of His Holiness. For them the Pope appeared afterward on a balcony, pronounced the apostolic benediction *urbi et orbi*—to the city and the world.



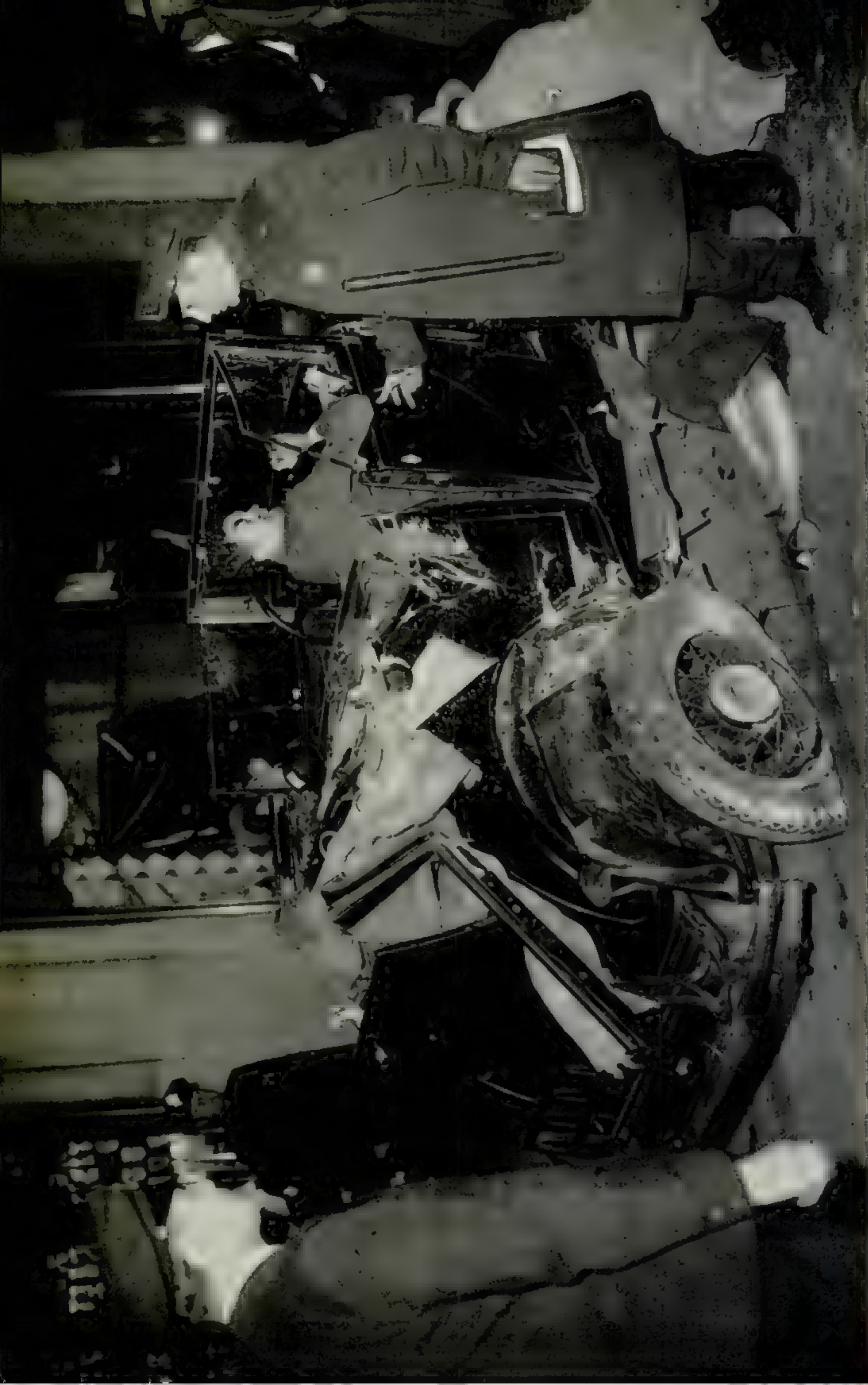


WARM SPRING WINDS SEND WINTER SNOWS THUNDERING DOWN SWISS ALPS

To the Swiss mountain dweller spring is no season of soft living but one of sudden tragedies. For in spring the warm, soft *Föhn* winds roll up the valleys of the Alps. Recently this spring breeze curled around the Giessen Glacier of the Jungfrau Mountain, dislodged a block of snow. The block started an avalanche (see opposite page) which billowed and thundered down the mountainside, uprooted trees, then subsided in serene and satisfied silence. Even more unusual an occurrence was that a photographer was present and able to snap successive phases of the avalanche.

IN THE VALLEY, SWISS CITIZENS VOTE PEACEFULLY IN THE MARKET PLACE

Eighteen miles from Nazi Germany, and 40 miles from Fascist Italy, lies the little town of Glarus, capital of one of Switzerland's 22 cantons. Here for the past 1,000 years all male citizens of the canton have met in the open air on the first Sunday in May in the *Landgemeinde-Platz* to elect a provincial council in the open air. Schoolboys learn how democracy works from favored places near the rostrum. The out-going councilors in silk hats stand in a circle. The mountain beyond is the 7,350-ft. Schild. A guide will take you up in six hours for 15 Swiss francs.



"GREATEST SPOT-NEWS PICTURE"

Ray Howard is a 34-year-old photographer who works the night shift on *Hearst's New York Journal and Opinion*. Among Manhattan newshawks he occupies a certain distinction because 1) he used to be a movie actor, 2) his camera is painted white. At 1:40 a.m. on April 26, he was driving up Fifth Avenue waiting for a clock to strike 2 so he could go home. At the same moment Prince Alexis Davydoff, member of old Russia's imperial fam-

ily, was driving down Fifth Avenue with two married women after a party. Suddenly the Prince's car jumped the curb, crashed into a store front, killed one of the women seriously injured the other. Hearing the crash Photographer Howard sped to the scene, snapped the picture above. Two nights later Publisher Roy Howard (of *Scripps Howard newspapers*) told Hearstman Ray Howard "That was the greatest spot-news picture I ever saw."

Life looks at Summer Sports Clothes



and finds:

that American designers are supreme in the field

that sports clothes are native to America

that they are worn everywhere from sunup to sunup

that American women prefer them, look best in them

that they spend \$200,000,000 a year for them

that \$54,200,000 are spent in May, June, July

that 75% of the fabrics used are synthetic

that they are functional in cut and materials

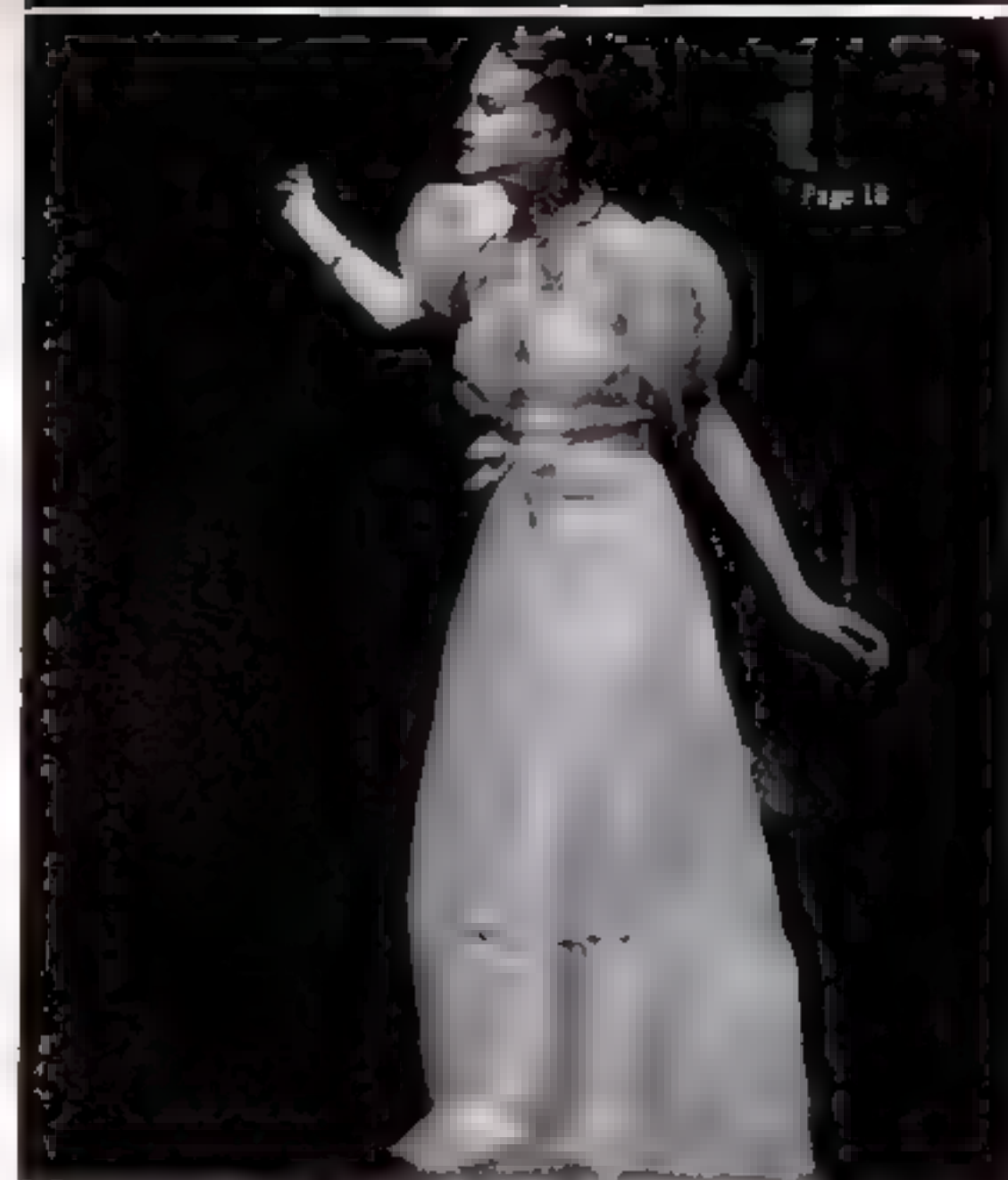
that Sally O'Grady and Boss's Lady wear same styles

For Summer Evenings

Young America likes sweaters and cottons

Nowhere in the world is the per capita consumption of evening dresses so great as in the United States. In other countries, evening dresses are the property of the rich. In America, mill hands, school girls, the clerk's wife and the boss's daughter all have at least one party dress. In summer they all look similar. They're informal, simple, reflect the popular daytime sports dresses. Young America buys its summer evening dresses mostly to wear at informal dances. The dresses they buy indicate that they consider dancing a sport. The fabrics—cottons and rough-weave synthetics—are the same as for active sports clothes. The styles—shirtwaist dress, dirndl, and full skirt—are adaptations of daytime favorites. Most startling of all sportswear adapted for evening is the brief sweater which promises to become a favorite summer evening wrap.

Evening sweaters also worn by day
\$27.85 like the one shown of rayon
\$1 for cotton or \$3.5 for a handknit



White dotted Swiss, the most youthful of fabrics, now appears in simple dance dresses like this for \$14.95. Price range from \$8 to \$50.



Striped dirndl in cotton sells for \$29.75. As in day time dirndls, evening ones can run low. Price range from \$6.95 to \$69.50.



Sweaters over chiffon dance frocks sound like an anomaly, but were seen in Miami, Dallas and New York, are best over high-waisted frocks.





Classic best-sellers for summer are cotton prints from \$12 to \$15. First introduced at popular prices, now sell from \$6.75 to \$89.50.



Cotton print in blue and white, retailing at \$16.75, is sold as a "Brugozzo" fashion. Promotion of foreign names helps sell classic styles.



Synthetic fabrics are used for many summer evening dresses, cost from \$6.95 to \$19.75 (above) to \$150.



Fell evening jackets are too new to reach the lowest price levels, sell from \$10 to \$13. This one is worn over a \$49.95 dinner dress.



Silk tailored dresses can be bought for \$10 to \$200. Dress above costs \$49.75 because of imported material and full-pleated skirt.



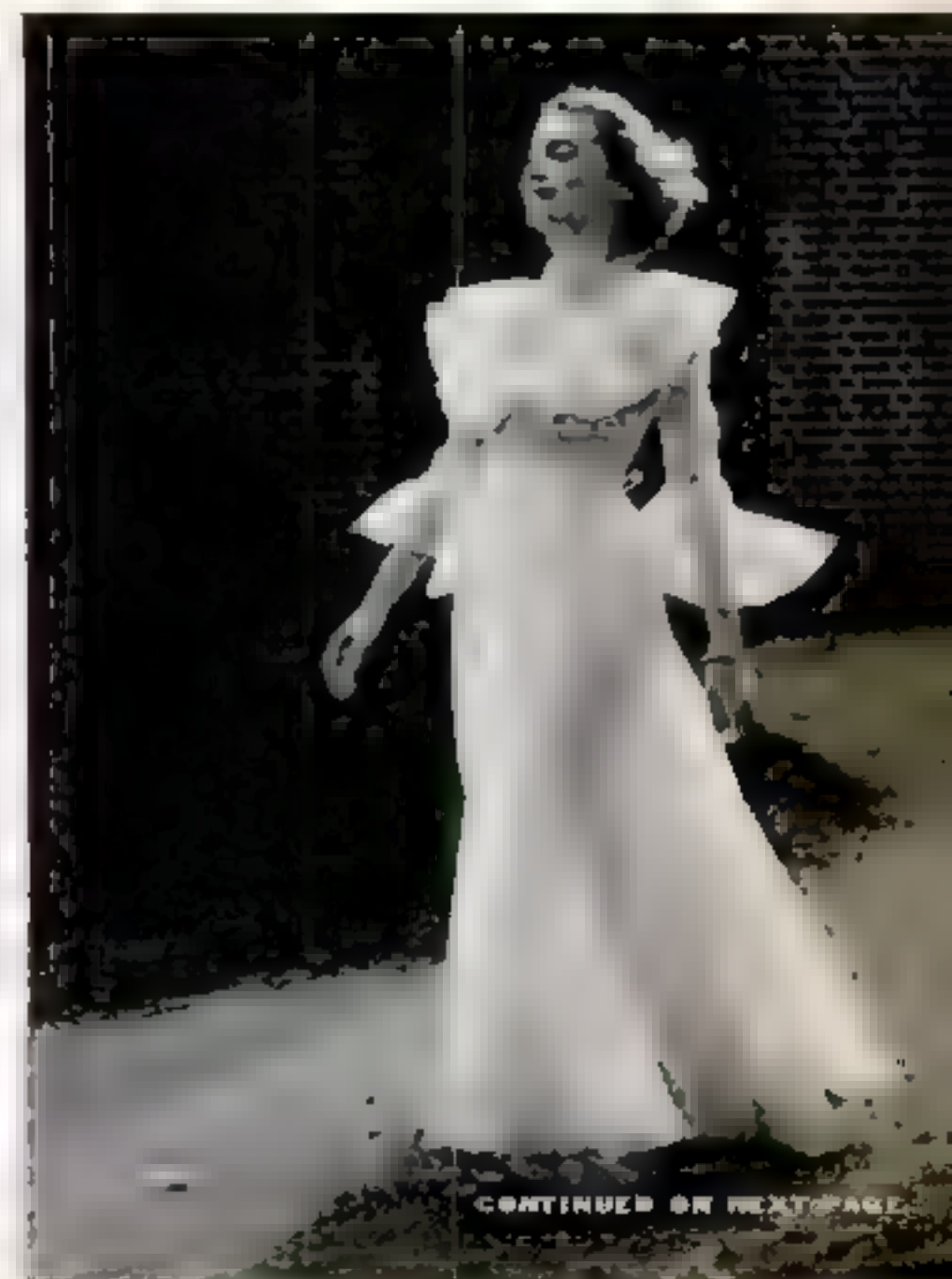
Evening pajamas are sold only in top-notch stores. Outfit above costs \$75. Lowest price is about \$20.95.



Dark blouse over white skirt, a popular daytime fashion, here appears for evening in a \$75 outfit of white sharkskin and silk print.



Shirtwaist dinner dresses, like shirtwaist sports dresses, have a wide price range. They can cost \$135 (above), or as little as \$16.75.



\$135 for white organdy is exceptional. White, garden-party organdy dresses sell best at about \$20.

CONTINUED ON NEXT PAGE

Slacks...

American women find it's fun to wear pants, spend millions a year for them

Although the records show that slacks were first worn on the French Riviera, the common or garden variety of slacks worn by American women are so different from the original Riviera lounging-pajama type that they might well be called an American style. Hollywood made the country slacks-conscious. What started as a freak costume for exhibitionists is now an essential item in every vacationist's wardrobe. More than \$1,000,000 worth of blue jeans are sold a year, most of them for \$2 to \$3 a pair. Each year new merchants add slacks to their stocks. Satirists ridicule them (*LIFE*, April 18); fashion writers try to dissuade short-stouts from wearing them, but the demand has forced manufacturers to turn them out in sizes up to 44. American women like to wear pants.



Shirt worn outside slacks began as a collegiate idea. This rough beige hop-sacking outfit sells for \$12.95.



Washable overall, "Roustant" may be worn with or without a shirt, costs \$2.95. Overalls come in many fabrics, cost from \$9.6 to \$15.



Three-quarter length suspender slacks are new and difficult to wear. Above, in cocoa brown, with green-lined coat (not shown). Cost \$7.95.



Sleeved bra top, a 1938 version of peasant bodice, over white slacks sells for \$12.95. Note the tucked midriff.



Rough weave, porous materials, like this cotton-cloth two-piece suit, are cool and popular. This costs \$12.75, others are as low as \$6.



Silk acetate, lighter and cheaper than pure silk, is used for this pair of white slacks and distinctive blouse that closes in back. Cost \$16.95.



Flannel slack suits sell from \$10 up. This four-piece one (slacks, sweater, hat and bolero) costs \$18.95.



Short slacks or longer shorts like the above, in grey flannel with heavy silk blouse, cost \$35, are a new, exclusive and expensive style.



Mannish pin-striped flannel three-piece outfit popularized during last cruise season. Price range from \$10.95 to \$50. This one \$45.



Black-satin slacks and vest with silk blouse \$49.75. Stagey fashion reminiscent of 1920 lounging pajamas.

Play Suits

A native American costume
for all outdoor play

That play suits are a native American style, no one disputes. But who invented them is an open question. California dressmakers claim they were first made and worn on the West Coast. New Yorker manufacturers pooh-pooh the idea, say that Charles Nudelman, top-notch New York wholesaler of sports apparel, was making play suits back in 1926. At first they were worn exclusively by girls and misses. Every year the demand for them in women's sizes increased and last year manufacturers had to make them in sizes for extra-large women.

The classic play suit consists of a one-piece shirt and shorts with detachable wrap-around skirt. The costume below is typical. Models like it have been best-sellers for years. This one made of chambray costs \$15. Similar ones may be had as low as \$3.95.



From California comes this bold striped outfit. Western suits have lower-cut bodices, front or back, shorter shorts. This costs \$17.95.



Knee-length circular skirts, with contrasting blouses, are good for hippy girls who can't wear shorts. They cost from \$5 to about \$15.



Halter top and brief jacket characterize these suits. One at the left costs \$29.75; the other, \$19.75. They both have a limited market.



Wrap-around skirt is here attached to a jumper top. Made of blue and white cotton print, it's worn over a one-piece suit, costs \$12.75.



Shirt and shorts in two pieces is as standard a play suit as the one at extreme left. One above costs \$17.50, similar ones as low as \$2.95.



Black satin shorts (see cover), a new note in active sports clothes, are topped by a heavy knitted cord sweater. This outfit costs \$35.



Tennis

Clothes designed by champions

That many American women look so right on a tennis court is probably due to the fact that the clothes they wear have been designed by such topflight players as Helen Wills Moody, Eleanor Tennant, Molla Malory.

The sleeveless, above-the-knee-length princess-type dress at left, worn over shorts, was designed by Eleanor Tennant. High style last year, this year it can be bought for \$2 to \$20. Other outfits favored for tennis are white shorts with colored athletic back bands, one-piece white dresses with high or low necks, and with skirts flared to just below the knee.

Spectator Sports

An apt term invented by U. S. manufacturers to dramatize a multitude of simple daytime dresses

The most important sports events in a fashionable Frenchwoman's life are the races. To these she wears frilly clothes. Therefore, when American buyers try to purchase French models *pour le sport* they find fussy fashions which no American *femme* would buy. Important sports events in the U. S. are tennis and golf matches at country clubs, swimming meets, baseball games. For these, American women demand out-doorsy clothes. Before 1927 only high-style manufacturers made such clothes. With the Big Depression, came the demand for popular-priced sportswear. At about the same time some unsung genius coined the phrase, "for spectator sports." Now many dress manufacturers make a spectator-sports line, of which the clothes on these two pages are typical. There's magic in the phrase which links the cheapest summer dress to the glamor of a date at a country club.



Clown dots, and all dots, are summer favorites. This two-piece cotton gown with blouse and skirt sells at \$20.



Diradls, Swiss-inspired, began as an after-skiing fashion. They are now worn everywhere, cost from \$2 to \$10. Cotton print above, \$2.95.



Guimpe top and apron over a full skirt is now featured as a "Swedish influence" dress. In bright cotton print, retails for about \$15.



Pure silk print frocks with white boleros are the dressy tops for this spectator style. Prices range, \$20 to \$40. Above model costs \$39.75.



Bold-striped jackets, carefree, over plain white dresses are best sellers in all materials. Above, over dress and cotton jacket, \$7.95.



Chintz dionds, like the striped one above, cost \$10.75. Dionds, because of bulky shirrings at waist, are best for the young and slim.



Classic shirtwaist dress is a perennial best-seller from \$1.95 to \$39.50. The dress above, in rayon, \$12.75.



Non-crushable one-piece print dresses of synthetic fabrics are vacation favorites, can be had for \$9.75-\$39.50. This costs \$22.95.



Button-down-front classics, in pastel non-crushable synthetic materials, can be bought in the same price range as the dress at left.



Linen, processed to be non-crushable, put new life in the linen market. Knit-up dress above costs \$25.



The white dress with striped linen jacket resembles, in picture, the one at top but quality materials and cut raise the price of this to \$40.



Dark linen suits with lighter blouses are good summer styles. They range from \$10 to \$50. Above, in imported green linen, costs \$42.



Knit suits are shown mostly this year with different, but matching tops, cost from \$10 to \$200. Above, \$45.

CONTINUED ON NEXT PAGE

Bathing Suits

For styles like these U. S. women annually
spend \$25,000,000, most of it in June

To the millions of beach-loving, outdoor-swimming enthusiasts in the U. S. the swimming season begins with the Fourth of July and ends with Labor Day. To the merchant who sells bathing suits and beach accessories, the Fourth of July is a momentous day of reckoning. If his highly seasonal beach wares have not sold before that fateful day, his is the sorrow and the financial licking.

Annual sales of women's bathing suits in the U. S. are about \$25,000,000. Of this, more than 50% is sold in the brief period between the week preceding Decoration Day and the Fourth of July. An unseasonably warm June means profits. A cold June means disaster. All merchandise still in stock after the Fourth of July must be marked down to cost price for quick disposal.

The 18 beachwear costumes on these two pages represent all the important basic types which will be seen on U. S. beaches this summer.



Strip-tease suit, kerchief, halter, bra, pantie—in heavy stripe and flowered cotton print, \$6.95. Knee-length terry cloth coat, \$3.95 to \$6.50.



Salin Lastex one-piece suits like the above model, retailing from \$4 to \$5, will be biggest sellers in this field. Range is from \$2.95 to \$7.95.



Terry beachcoats reach a new high in this brief model selling from \$3.95 to \$6.50. It slips over the head. (See LIFE's cover, April 11.)



Beleros, like above, are favored by plumpish women. This suit, Shark-skin weave and polka dots, sells for \$14.95; others down to \$7.95



White rubber suit with bright blue butterflies, at \$5, is about top price in this field. The biggest volume of sales is for \$1 rubber suits.



Classic one-piece wool swim suit this year features Lastex yarn combined with wool. Available from \$4 to \$7. It sells best at \$5.05.



Dressmaker suit, cotton, long coat, was a 1937 favorite at \$7 to \$12. Shorter terry coats now favored.



Shirred cotton Lastex, in a variety of models, selling from \$1.95 to \$14.95 (above), is this year's sensation. Medium size fits most women.



Bold stripes in a heavy cotton one-piece swim suit (\$7.05) with knee-length coat (\$10.95 to match) is typical of peasant-fashion promotions.



Dirndl skirt in blue print seersucker, with panties, bra and kerchief, sells from \$4.95 to \$14.95 (above).



Naked midriff again (see above and above right) but with high-style short sleeve. It costs \$14 in imported printed cotton, without coat.



Long terry cloth beachcoats in dark colors with collars and facing to match suits (above) run high (\$29.75), make excellent beach rugs.



CONTINUED ON NEXT PAGE

Silk jersey, like this \$40 coat and suit outfit, is used only in the most expensive dressmaker-type suits.



Garment salesmen show their wares in cribs

ARRIVAL OF BUYERS

Arriving buyers and retailers in this column by

RETAIL
DETROIT—J. L. Hudson Co., 441 Bway (Grier Corp.)
 Miss A. Kimball, women's wear, laces, M as
 Miss E. Joachum, sport accessories, Miss M. Rudell, sport
 M. Costello, juniors, Miss L. Hennessey, sport
 sport accessories, Miss L. Hennessey, sport
 apparel, A. Krenning, juniors, Miss
 M. Gritty, budget dresses, basement,
 C. MacDermid, national mode mgr. T.
 Schell, L. 440 Bway (Assoc. Mode
 wear, milliner)
DETROIT—Russell's, Miss F. Warner
 441 Bway (Grier Corp.)
DETROIT—Crowley, Millner & Co., M
 dresses, women's better coats, suits
DETROIT—H. West, notions, H. Moch
 Mrs. H. West, notions, H. Moch
 scarfs, Mrs. L. Wolfe, 28 W. 31st.
 Miss C. Wise, 28 W. 31st.
 cheap dress coats, ind. Wolf & Dee
WAYNE, ind. Wolf & Dee
 Mrs. H. McConnell, cheaper dresses
FORT—McConnell Trading Corp.
 Bway (Cavendish-Mary Cecile O.
 GLENS FALLS—Mary Cecile O.
 Miss M. C. O'Connor, dresses, cor
 sets, men's suits, topcoats, Pend
GRAND RAPIDS—Paul Steketee
 E. Dykstra, mds. mgr. 430
INDIANAPOLIS—Brown Thompson
 424 (Mutual Buying Syndicate)
INDIANAPOLIS—Wm. H. Bl
 P. Kahn, budget dresses
BOSTON—Wm. Filene's Sons
 W. J. Shields, machine
 Mrs. M. M. Langtry
 Miss F. Kaleske, neckw
 ers, junior coats, suits
 Elanay, misses cheap
 Kaplan, French Shop
 men's sportswear, E. Ber
 cheap coats, S. Kingsdale
 coats, S. Kingsdale
 basement (Room 7)
 samples, samples
 Rogoff, samples
 misses dresses, 1
BOSTON—Raymon
 Corp.)
 John, close outs
 eries, domestic
 Dougherty &
 Dougherty &
 Dougherty &



On the eleven preceding pages are pictured 30 different sports outfits. If all pages in this issue were also filled with pictures of sports clothes, they would not exhaust all the new models presented this spring.

New York City is the No. 1 manufacturing centre of the world, and garments are its biggest single item. Daily, the *New York Times* and *Women's Wear* list arrival of buyers from stores throughout the U. S. Competent, trained, mostly women, buyers spend as many as 100 nights a year on Pullmans to and from New York where they are in honor bound neither to accept gifts nor to go night clubbing with salesmen and manufacturers.

Above, Miss Hromek and Miss Rudell from J. L. Hudson, Detroit, are walking down a row of cribs at the Associated Merchandising Corporation, largest N. Y. resident buying office. Here manufacturers' salesmen show their samples. In the smaller picture, the buyers themselves are shut off in cubicles. Miss Hromek and Miss Rudell joined Hudson's as salesgirls ten years ago. Several years later they became assistant buyers, proved they could pick merchandise the public wants and were promoted to head buyers. Together their departments sell \$1,000,000 a year. They go to New York about 30 times a year, and once a year to California and Europe.



STEEL MILLS, lumber camps, dams, skyscrapers, coal mines, subways (as above)—appeal to Margaret Bourke-White. She has gone all over the United States, up to the Arctic, into far countries. Her photographs are now internationally famous for their vigor and sensational interest. They're different! And that's just what Miss Bourke-White said about Camels to Ralph Martin at the New York World's Fair grounds (right).

SEE THE WORLD FOR THIRDS THAT THRILL!

What Margaret Bourke-White, America's famous woman photographer, said when Ralph Martin inquired if she thought that one cigarette was as good as another



"Cigarettes seem pretty much alike to me. Do you find some difference between Camels and the others, Miss Bourke-White?"

"I've found that Camels are very, very different, Mr. Martin—not just in one way, but in a lot of ways. For example, my nerves must be just as trustworthy as a steeple jack's. And Camels don't jangle my nerves. Camels taste extra-mild and delicate, too. When I'm tired—I get a 'lift' with a Camel. And at mealtimes, I like to enjoy Camels 'for digestion's sake.' You see, there's something about Camels that *agrees* with me—all around! I think that's what counts most—how your cigarette *agrees* with you!"



A matchless blend of finer,
MORE EXPENSIVE TOBACCOS
...Turkish and Domestic.

Check up on your time for hearing EDDIE CANTORI

America's great fun-maker and personality, brought to you by Camel cigarettes, every Monday night over Columbia Network. See your local newspaper for time.

Also BENNY GOODMAN'S BAND

Hear the great Goodman Swing Band "go to town." Every Tuesday night at 8:30 pm E.S.T. (9:30 pm E.D.S.T.), 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30 pm P.S.T., over Columbia Network.



BETWEEN her photographic expeditions, Miss Bourke-White is fond of doing the same things that most attractive, alert young New York women do—shopping, going to the theatre, supper dancing. "And," she says, "there's rarely a time when I haven't plenty of Camels along with me. Camels make a big difference in the fun I get out of smoking."

ONE SMOKER
TELLS ANOTHER

"CAMELS AGREE WITH ME"

Expert growers tell their
preference in cigarettes
— it's Camel!

"We smoke Camels because we know
tobacco," tobacco planters say



Floyd Smither, who grows tobacco, says: "Last year I grew a handsome crop of tobacco and the Camel people bought up all the choice lots. I smoke Camels—so do most planters. I know the quality of tobacco that goes into them."



Harry C. King, a successful grower for twenty years, says: "Camel bought the choice lots of my last tobacco crop—paid more for them. So I know they use finer, more expensive tobaccos in Camels. That's why Camel is my cigarette."



"The Camel people bought the best of my last crop," says T. N. Williams, who grows fine tobacco. "There's no question where the more expensive tobacco goes. It goes into Camels. I prefer Camels, and most other planters do, too."



He's keeping a date made 20 years ago

GOOD BYE and good luck, youngster! You're off for the Kentucky Derby.

You've proven your mettle, your right to go to the post with the best of them. But even if we'd never held a stopwatch on you as you breezed around the track, we'd have been pretty sure you'd be coming today for Historic Churchill Downs.

For yours is an illustrious ancestry, crowded with names that have fueled Kentucky Derby thrills for the past 20 years. If you are blessed, the forth-

right qualities of many a valued thoroughbred. You're a stout, ~~rather~~ fellow with what it takes to win. So good luck!

Fortnight qualities, blended together. That sums pretty close to describing another champion too. We mean that glorious whiskey, Four Roses.

For you see, Four Roses is not just one fine straight whiskey. It's a combination of seven straight whiskeys, each outstanding for some special quality—*grain or body or smoothness or flavor.*

Blended together, these whiskeys ~~become~~ their virtues in one superlative liquid. *Four Roses.*

Four Roses is all whiskey, whiskey, every drop, and in it you'll find every super quality that makes a whiskey truly great.

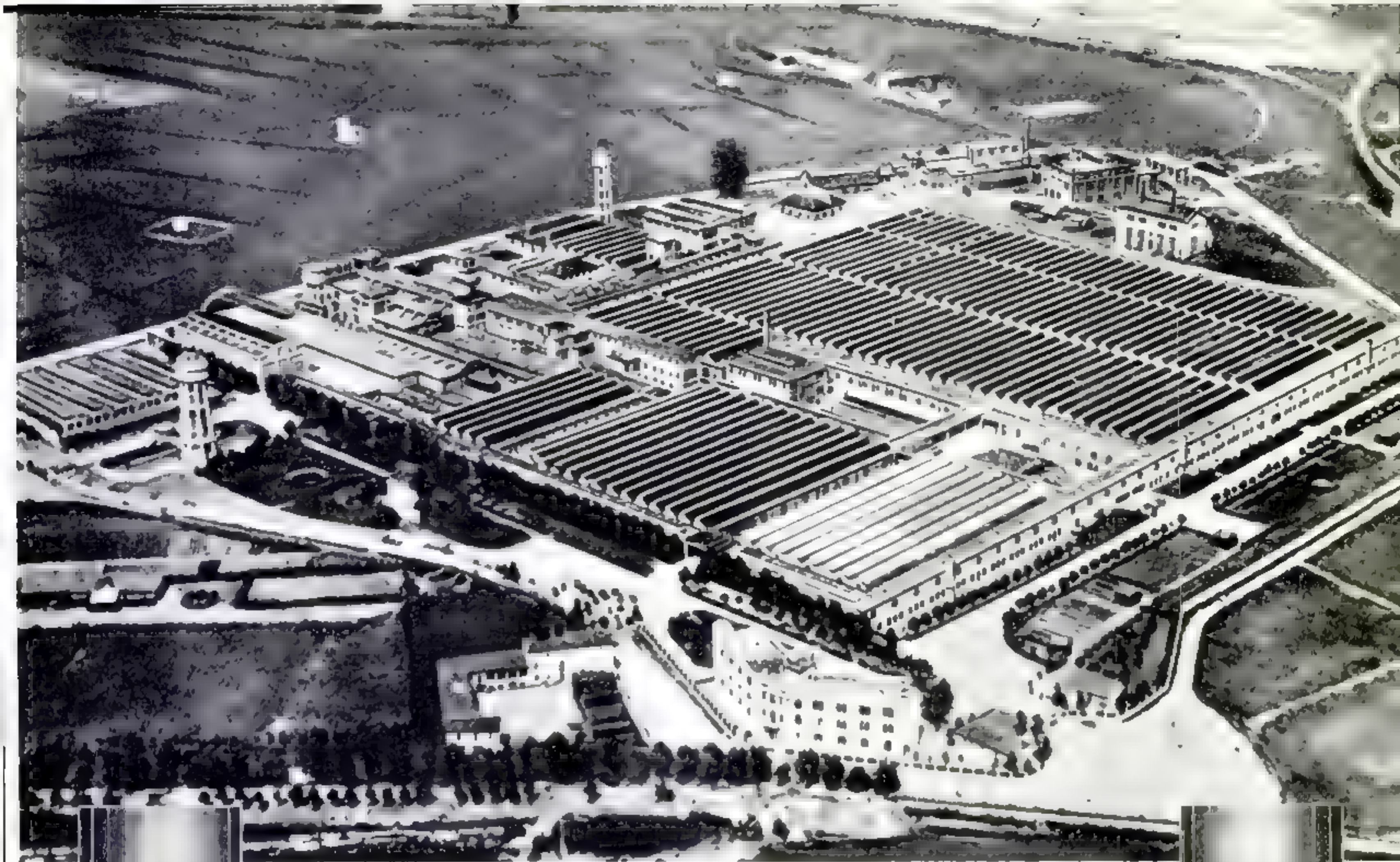
FOUR ROSES

*A blend of straight whiskeys.
100% straight grains. 50 proof.*

*Frankfort Distillers Incorporated
Louisville & Baltimore*



We believe Four Roses is America's finest whiskey, regardless of age or price



FASCISM

INSIDE ITALY THERE IS ALSO "THE CORPORATIVE STATE"

Fascism is the fightingest word in the world today. To free peoples, it means War and Tyranny. On these pages LIFE presents its less war-like aspects.

Americans think of Government as something outside themselves. They speak of Government and Business. In Italy there is no such distinction. A thing called The State does not simply own and boss everything and everybody; it *is* everything and everybody, now and forever. The 44,000,000 Italians belong to it as to an army. In its fight for glory there is no difference between War and Peace.

Mussolini encourages "private initiative" and approves private property "within limits" but his great slogan is: "Everything within the State—nothing without the State."

For most Italians life goes on without much excitement from day to day. Very few are even well-to-do by American standards. Most of them are poor.

To bind them all together in making a living, Mussolini invented The Corporative State, of which he is proud (*see Charter of Labor on p. 37*).

Through "Corporations" both of employers and employes the lives of all citizens are controlled. The State decides what profits may be made, what wages

shall be paid, what prices may be set. Ninety-nine percent of the people say they like "planned economy," and probably most of them really think they do.

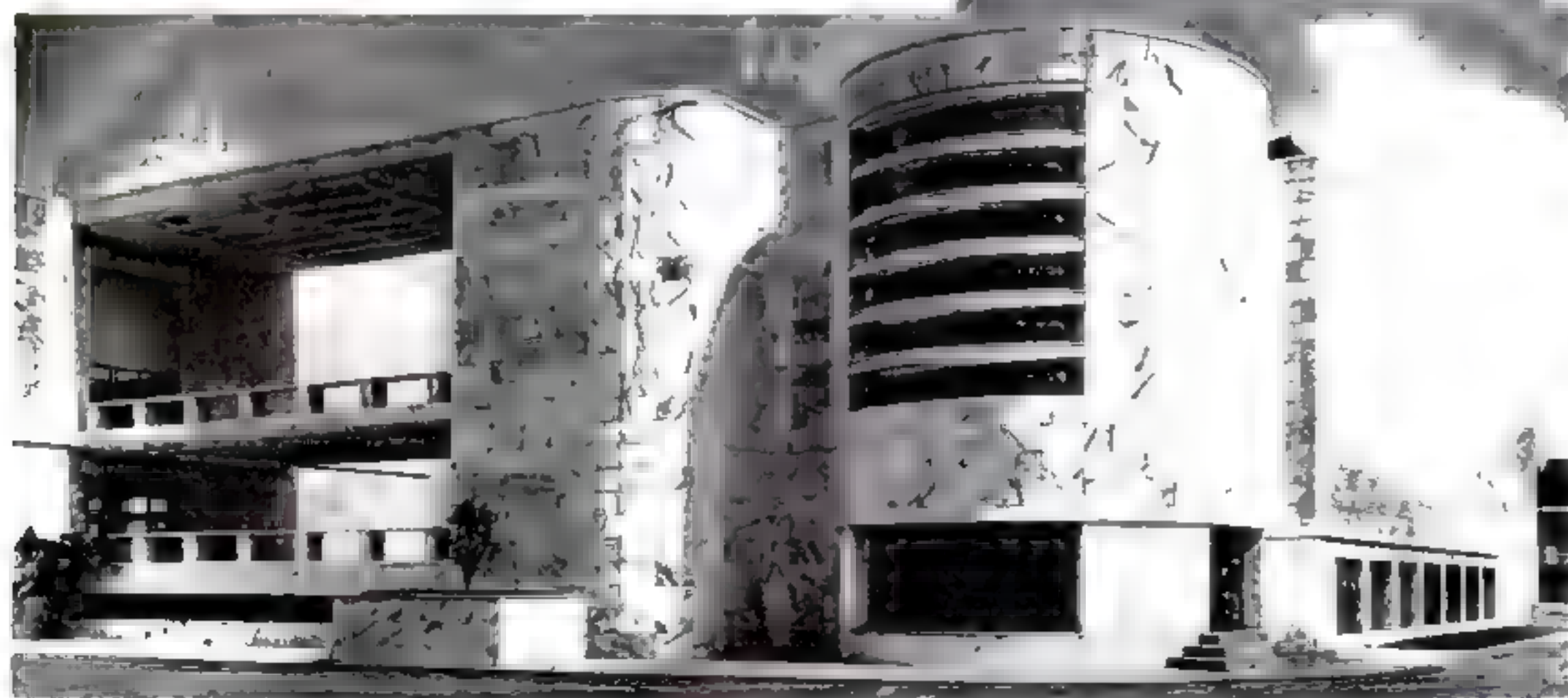
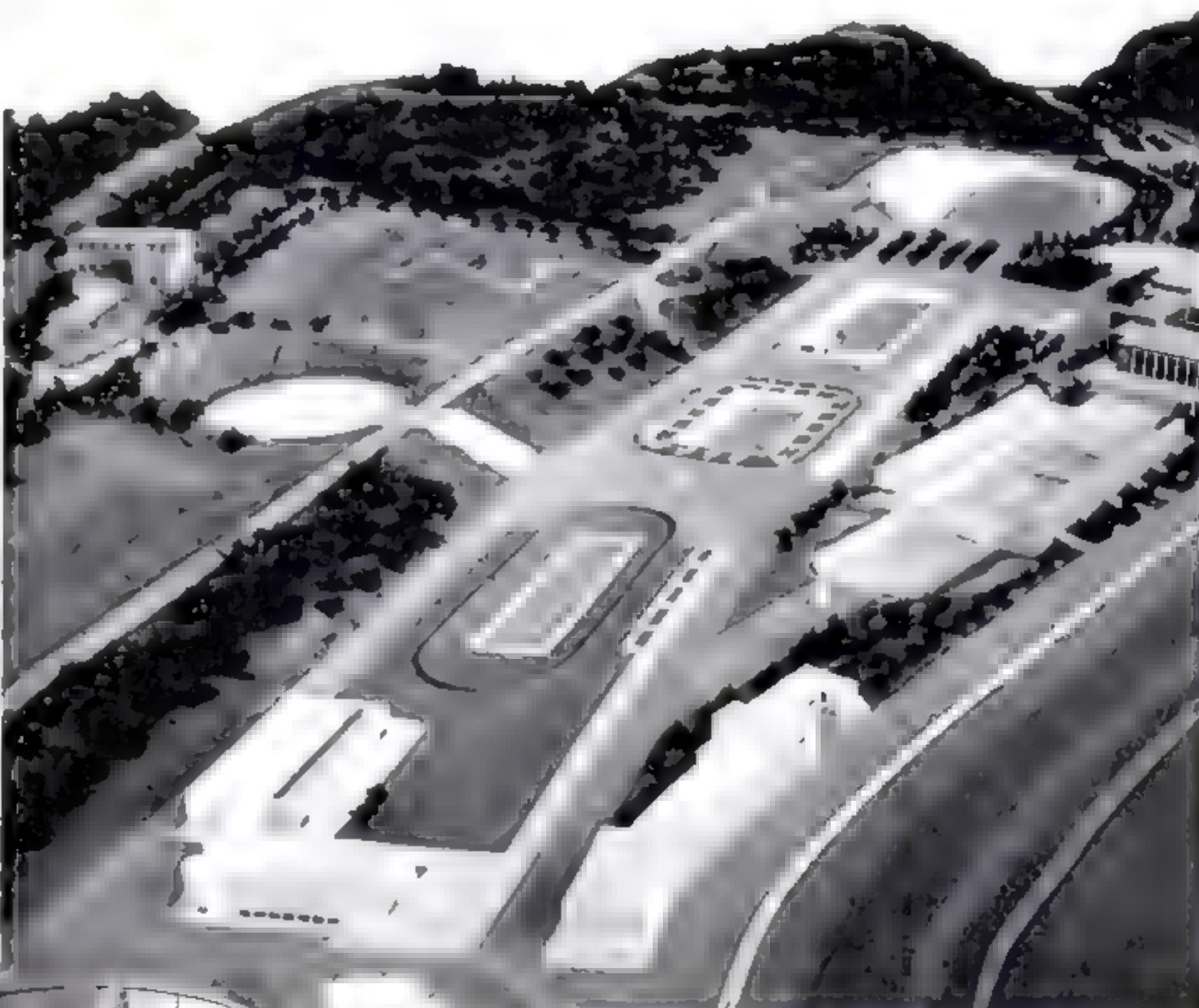
Above is one of the chief factories of Snia Viscosa, largest rayon company in Italy, whose notorious overexpansion once earned its chairman a five-year prison sentence. Snia today is still a capitalist concern which pays dividends to stockholders. But as members of an employers association, the managers are responsible for all their acts to Il Duce, who is his own Minister of Corporations. So are Snia's 15,000 workers. Members of an employes syndicate, they cannot strike, and must accept the hours and wages set for them. Bosses cannot fire a workman or raise the price of their goods without reporting to a branch of the Ministry of Corporations.

In return, amenable workers are built new homes, guaranteed vacations, sent on excursions and treated to free concerts. Amenable businessmen get government credits in hard times. The State also goes in heavily for public works of all sorts.

There is no evidence that Italy's standard of living, which is lowest of the major powers, has been raised one jot or tittle since Il Duce came to power.

M U S S O L I N I

The physical monument by which Benito Mussolini would like best to be remembered is on these broad acres on the northern outskirts of Rome. Many times larger and more expensive than the Forum of Augustus Caesar at the foot of the Capitoline Hill, it has been building on the left bank of the Tiber since 1928. Its purpose is the physical and military training of Italian youth and it is dedicated to the Balilla, the military youth organization named for a Genoese urchin who threw rocks at soldiers of the Austrian garrison in 1746 (*see statue, left*). This solid marble compromise between Roman classicism and international modernism has become the nucleus of a Fascist style in architecture, noticeable in public works throughout Italy. The chief architect was Enrico del Debbio of Rome.



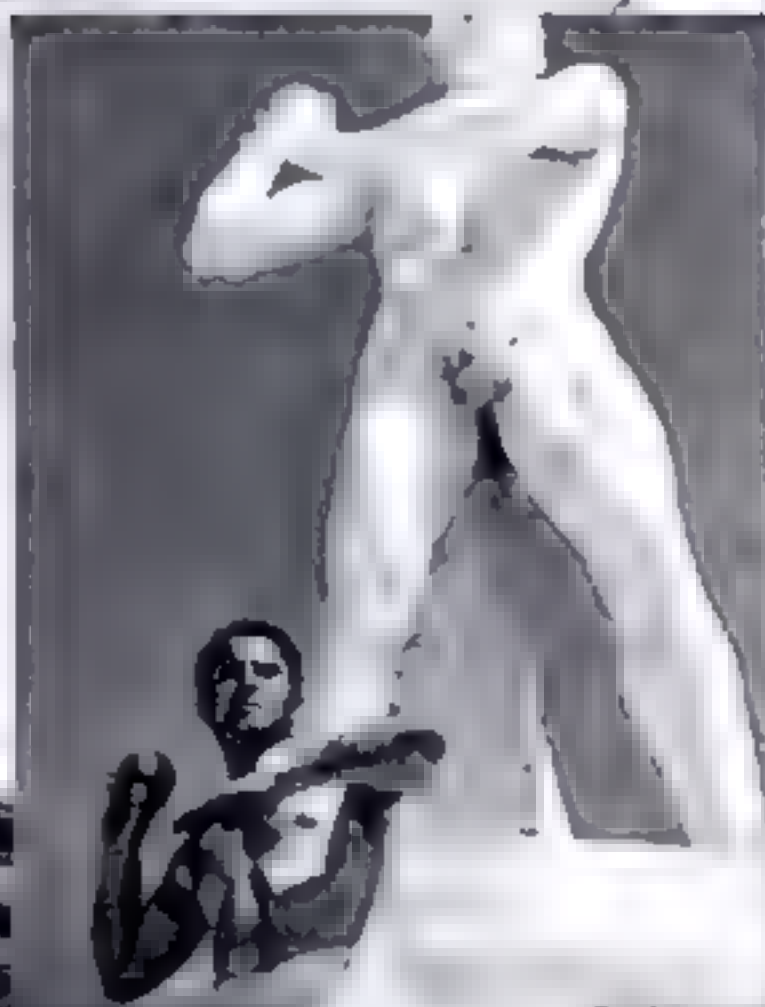
A few more years, and the *Foro Mussolini* will look like this intricate plaster model. Little more than half of these buildings, tracks and stadia have been completed. When finished it will be the world's greatest physical-culture plant.

Because fencing is the traditional indoor sport of young Italians, and a favorite with Il Duce, a large proportion of the space in this vast marble gymnasium (*lower left in model above*)

is set aside for long rubber fencing strips and glittering racks of foils and sabres. Weary fencers have a good quarter-of-a mile walk from the gym to the elaborate swimming pool.



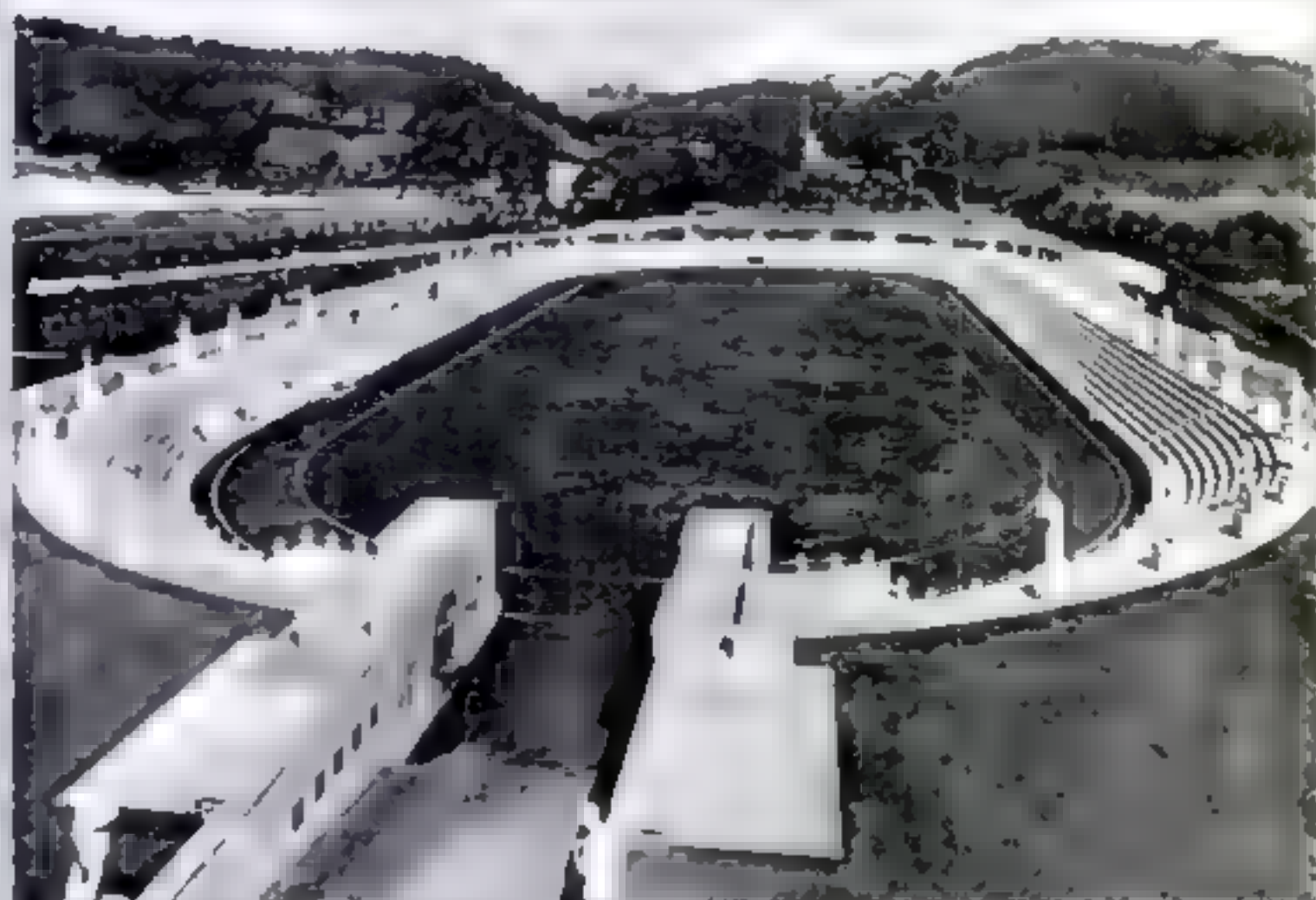
This fountain marks the Forum's Imperial Square. In the distance is the 90-ft. Mussolini obelisk, a 300-ton monolith of Carrara marble floated up the Tiber.



The Forum indoor pool boasts this gaudy hall as an anteroom. Beside these fine mosaics, the swimming pool boasts a high-power cocktail bar and a marble terrace for sun-bathing Fascisti. The dome of St. Peter's Basilica looms far in the distance.



The marble stadium, first of the Forum's fields to be completed, is rimmed with multi-muscular nude figures illustrating field and track sports. Decidedly larger than it seems, the stadium can hold 90,000 spectators in its eight rows of seats.



For Hitler's visit on May 3, the marble benches and statues of this same stadium will be covered with temporary wooden stands to accommodate the thousands of Fascist officials and visiting Nazis anxious to witness the might of Italy's youth.



(continued)

Page 34



Dopolavor means "After Work," and to prevent Italians from thinking or asking questions, their free time is well regimented by Dopolavor organizations, sponsored by various farm or

industrial syndicates. In the Dopolavoro cafe of the Fiat (motors) plant one may become pleasantly squiffed on red wine for L. 1.50 (8¢) a half bottle. Prices are lower than in public cafes.



Cheap housing is important to all internal government. These vari-colored workers' apartments with their red tile roofs were built in the suburbs of Turin for the families of rayon opera-

tives by Snia Viscosa (see p. 31), but all thinking Italians know that the funds to build them came from the Treasury of Benito Mussolini. Workers living in groups are much easier to watch.



This is not a parochial school, but a Fascist day nursery for the children of Snia Viscosa workers. Catholic Sisters are in charge, for Mussolini curries favor with the Church whenever

possible. They have hung a picture of him in Fascist uniform directly below the crucifix. Note the thick pottery porridge bowls sunk in the wooden tables to prevent the spilling of mush.



DICTATOR AT DESK

Benito Mussolini receives visitors in Rome behind this vast table at the end of an even vaster 40-by-60-foot room in the Renaissance Palazzo Venezia,

onetime embassy of the Venetian Republic, which was built partly of stones from the Colosseum. For Il Duce's view from this desk, see third page following.



THE SOLDIER, THE STUFFED EAGLE, THE PICTURE OF MUSSOLINI'S BROTHER MAKE A SHRINE BEHIND THE DESK OF PARTY LEADER ACHILLE STARACE



The Charter of Labor, kernel of Fascism, is displayed on this wall

Modern Fascism differs from personal dictatorship chiefly in the ideal of the Corporative State, a society built on separate corporations of workmen, capitalists, professions, etc., all carefully chaperoned by the State. The Constitution of such a State is exhibited in the 30 articles of Italy's Charter of Labor, baked on gold tiles in the lobby of the Ministry of Corporations in Rome. Though the Charter of Labor was drawn up in 1927, it did not become really effective until 1934. Below are translations of its most important articles:

I. The Italian Nation is an organization endowed with a purpose, a life, and means of action transcending those of the individuals or groups of individuals composing it.
 II. Work, in all its various forms—directive, executive, intellectual, technical and manual—is a social duty.
 III. Syndical or occupational organization is free. But syndicates legally

recognized and subject to State control alone have the right . . . to stipulate collective labor contracts binding on all members of the category. . . .
 VI. . . . The Corporations constitute the unitary organization of the forces of production. . . . Considering that the interests of production are the interests of the nation, the law recognizes the Corporations as State organs.
 VIII. The Corporative State considers that, in the sphere of production, private initiative is the most effective and valuable instrument in the interests of the Nation. In view of the fact that private organization is a function of national concern, the organizer of the enterprise is responsible to the State for the management of its production. . . .
 IX. State intervention in economic production arises only when private initiative is lacking or when State political interests are involved. This intervention may take the part of con-

trol, of assistance, and of direct management.
 XII. The action of the syndicate, the work of conciliation of the corporative bodies, and the decisions of the labor court shall guarantee that wages shall correspond to the normal exigencies of life, to the possibilities of production and to the output of labor.
 XIV. . . . When the work is paid at piece rate, the rate must be such that a diligent workman of normal working capacity shall be able to earn a minimum amount above the basic wage.
 XV. The worker has the right to a weekly day of rest. . . .
 XVI. At the end of a year of uninterrupted service . . . the worker has the right to an annual paid holiday.
 XVII. In undertakings requiring continuous service the worker has the right, in the event of a cessation of labor relations as a result of discharge through no fault of his own, to an indemnity proportionate to his years of

service. A similar indemnity is also due in the event of the worker's death.
 XIX. Breaches of discipline or acts which disturb the normal working of the undertaking on the workers' part shall be punished according to the gravity of the offense by fine, by suspension from work, or, in more serious cases, by immediate discharge. . . .
 XXI. The privileges and control of the collective labor contract extend also to home workers. Special rules shall be issued by the State in order to secure proper control and hygiene in home work.
 XXII. The State alone can ascertain and control the phenomenon of the employment and unemployment of workers.
 XXIII. Employers are required to engage workers through these State-controlled bureaus. They have the right of choice among the persons registered giving a preference to those who are members of the Fascist Syndicate.



IN ROME MUSSOLINI LIVES IN THIS HEAVILY GUARDED PALACE RENTED FROM ARISTOCRATIC PRINCE TORLONIA. FEW VISITORS PASS THIS FRONT DOOR

FROM HIS DESK IN THE PALAZZO VENEZIA RECEPTION ROOM IL DUCE SEES THIS. VISITORS ENTER AND LEAVE THROUGH THE DOOR AT THE LEFT



ROME

A NEW STREET—VIALE HITLER

Mussolini invented Fascism (if anybody did); Hitler made it famous. Mussolini uses less brutality but Hitler gives his people better shows. To show the world that Italian Fascism can stage a spectacle as eye-filling as anything Nazi Propaganda Minister Goebbels ever thought of, the City of Rome was taken apart like an old clock to provide a suitable Roman triumph for Adolf Hitler's state visit to his fellow Dictator on May 3.

A temporary railroad station to receive Der Führer was built and a brand new street, the *Viale Hitler*, leads from it toward the center of Rome. New street lamps and flaming bronze tripods line the *Via Imperiale* from the Victor Emmanuel Monument (lower right) to the Colosseum (lower left). Railway guards and secret agents were strengthened at all points. Street decorations were designed to obstruct would-be assassins' aim. And anti-Nazi Jews in Rome were temporarily jailed.



This street reflector will help turn the Colosseum first red, then yellow, the colors of a Roman triumph, with the floodlights this pole-climbing workman is attaching.



THESE TRIPODS OF BRONZE AND MARBLE WILL BLAZE WITH COLORED GASES



CONTINUED ON NEXT PAGE



This gas pipe will bring colored flames to the bronze tripods shown on p. 39 for Adolf Hitler's parade of welcome. One major objective of the drills, uniforms, flaming speeches and mass meetings of Fascism is to build up enough self-assurance to arouse the lackadaisical Italians. But in the 16th year of Fascism these 13 cheerful pipe holders still look as leisurely as ever.

The Italian Cabinet, shown below bathing off Sicily, will have a busy week of conferences during Hitler's visit. Without their black or other suits these gentlemen lack the impressiveness that should surround the Ministers of a Fascist Empire. The occasion was a swimming race egged on by Il Duce, who took no part. Party Secretary Starace (second from left) won.



WORMS MINISTER D'ADDA

PARTY SECRETARY STARACE

IL DUCE

MINISTER GINO ALPIERI

MINISTER GINO ALPIERI

BUSINESS DEPENDS ON MONROE FOR

figures

When you select a machine to do your business figures, find out which one will produce the greatest number of accurate answers in the least time. That is the answer to lower figure costs in your business—and the reason for Monroe's dominant position throughout American industry.

TOBACCO . . Keeping up with the demand for Raleigh for pipes, and for Koal cigarettes, entails a lot of figure work. Brown & Williamson Tobacco Corp. depends on Monroe adding-calculators for speed and economy in figuring.



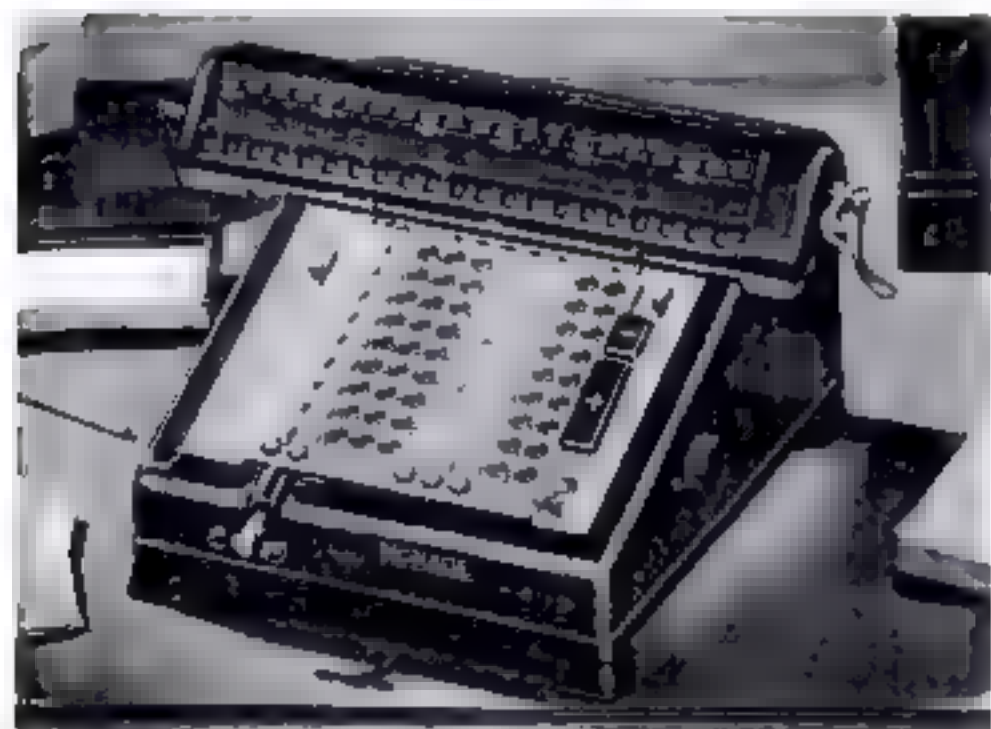
RAILS . . Miles upon miles of rails, millions of passengers, thousands of tons of freight—the New York, New Haven & Hartford Railroad uses Monroes by the score at points scattered all along its lines. The figure work of a railroad never ceases.



TOWELS . . At the mills where the famous Martex Towels are made, and at the offices of Wellington Sears where they are sold, Monroes, both adding-calculators and listing machines, bear the brunt of figure work.



RADIO . . Monroes: calculators, simplex and grand total listing machines are at work for Columbia Broadcasting System, in New York, Chicago, and Los Angeles. Monroe's nation-wide factory branch service assures them uninterrupted figure production.



RHYTHM . . The smooth, quiet way that this new Monroe Adding-Calculator (Model MA-6), turns out a volume of accurate answers, has won its place as a favorite both with executives and operators. Simplicity and "Velvet-Touch" ease make its operation subconscious.

A MONROE FOR
EVERY FIGURE JOB
ADDING-CALCULATORS
LISTING MACHINES
BOOKKEEPING MACHINES
CHECK WRITERS
CHECK SIGNERS

MONROE

CALCULATING MACHINE COMPANY, INC.
GENERAL OFFICES • ORANGE, N.J.

MORE THAN 150 MONROE OWNED BRANCHES SERVE AMERICAN BUSINESS

Please send me free booklet on Monroe machines.

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Firm

Address

THE
END

—OF AN
EMPTY
BEER
CAN

No fuss, no bother, no
deposits, no returns.
When you buy beer say
"IN CANS."



"BELIEVE, OBEY, FIGHT"

Italy has one King, one Party, many Slogans



Mussolini "marched on Rome" in 1922 in the compartment of a sleeping car wearing a bowler hat. Waiting for him was a little King (3 ft. 2 in.) vexed at having been called to town in October. The "revolution" was a castor-oil pushover. The King is still there, is now also Emperor of Ethiopia, and usefully adds color of royalty to the Fascist black.

Only gradually has Mussolini abolished everything else in Italian constitutional government—an active Parliament, an independent judiciary, etc. In 1934 he held an election in which 99% of the Italians voted *Si Si Si* (Yes, Yes, Yes). Then Il Duce said that elections are a waste of time and he would have no more.

Fascism's political, as distinct from administrative, instrument is the Fascist Party, the only party. As the Secretary or Jun Farley of the Party, Achille Starace, the "panther man," ranks just behind Count Ciano as No. 3 Fascist. He has the patronage of all the thousands of minor posts which Il Duce is too busy to bother with. He also keeps the boys' and girls' organizations whipped up to parading enthusiasm. Starace is interesting because, although Mussolini doesn't go in for blood purges, he usually sends his chieftains off to obscure jobs when they have had one big job too long.

Starace's office is shown on page 36. With a portrait of Benito Mussolini as a *Bersagliere*, a flag, a stuffed eagle, a gold Madonna and a riding crop, the wall behind Starace's desk in the Palazzo Vidoni has become an unofficial shrine of Italian Fascism's early days.



Most important of all methods for keeping Italians content with their bonds is the propaganda that beats upon them as ceaselessly as the hot Mediterranean sun. Though the official Propaganda Minister, now known as the Minister of Popular Culture, is Dino Alfieri, much of the best Fascist propaganda comes directly from Benito Mussolini who has never forgotten the years he spent as a reporter and as Founder and Editor of *Il Popolo d'Italia*.

Fascist propaganda not only consists of complete control of press, radio, stage and screen, but also descends to such devices as covering the walls of every little fishing port and mountain village with grandiloquent quotations from Il Duce's writings. Four such are illustrated on this page:

Credere, Obbedire, Combattere—Believe, Obey, Fight (the most popular Fascist slogan).

L'Italia avrà il suo grande posto nel mondo—Italy must have its great position in the world.


La lotta è l'origine di tutte le cose—Fighting is the origin of everything.

Abbiamo dei vecchi e dei nuovi conti da regolare—*Li regoleremo*—We have some old and new scores to settle. We shall settle them.



Thousands say "Canned Beer TASTES BETTER." Canned beer is hermetically-sealed at the brewery. Nothing can get in, nothing can get out. The flavor is protected in total darkness, free from harmful light.



EASY TO CARRY
Less weight, no fear of breakage. Easier to carry because a can is shaped like this 

EASY TO COOL
Put canned beer anywhere. Takes less space and it's easy to stack because it's shaped like this 



LIGHT'S OUT



In a Nutshell...

For the taste of the choosy cockatoo,
None but the choicest nuts will do;
And here's a word of advice he sends:
It's wise to trust your taste, good friends;
Buy better whiskey . . . CALVERT blends!



"That's right, Bob—always trust your taste!"



TOM: "Men who think clearly about whiskey, Bob, *always* follow that rule. That's why the trend today is to fine, smooth, *blended* whiskies like Calvert . . . whiskies blended for *better taste*."

BOB: "Is that why Calvert Whiskies are blended—for BETTER TASTE?"

TOM: "That's right. And people are learning that it takes *skillful blending*—the expert Calvert touch—to bring out all the mellow bouquet and flavor of fine whiskies. It's wise to follow that trend to better whiskey, Bob—*trust your taste* and call for Calvert."



Call for

Calvert

The Whiskey of Good Taste



Copr. 1938 Calvert Distillers Corp., Distilleries: Relay, Md., and Louisville, Ky., Executive Offices: Chrysler Bldg., N. Y. C. Calvert's "Reserve" Blended Whiskey—90 Proof—68% Grain Neutral Spirits . . . Calvert's "Special" Blended Whiskey—90 Proof—75% Grain Neutral Spirits.



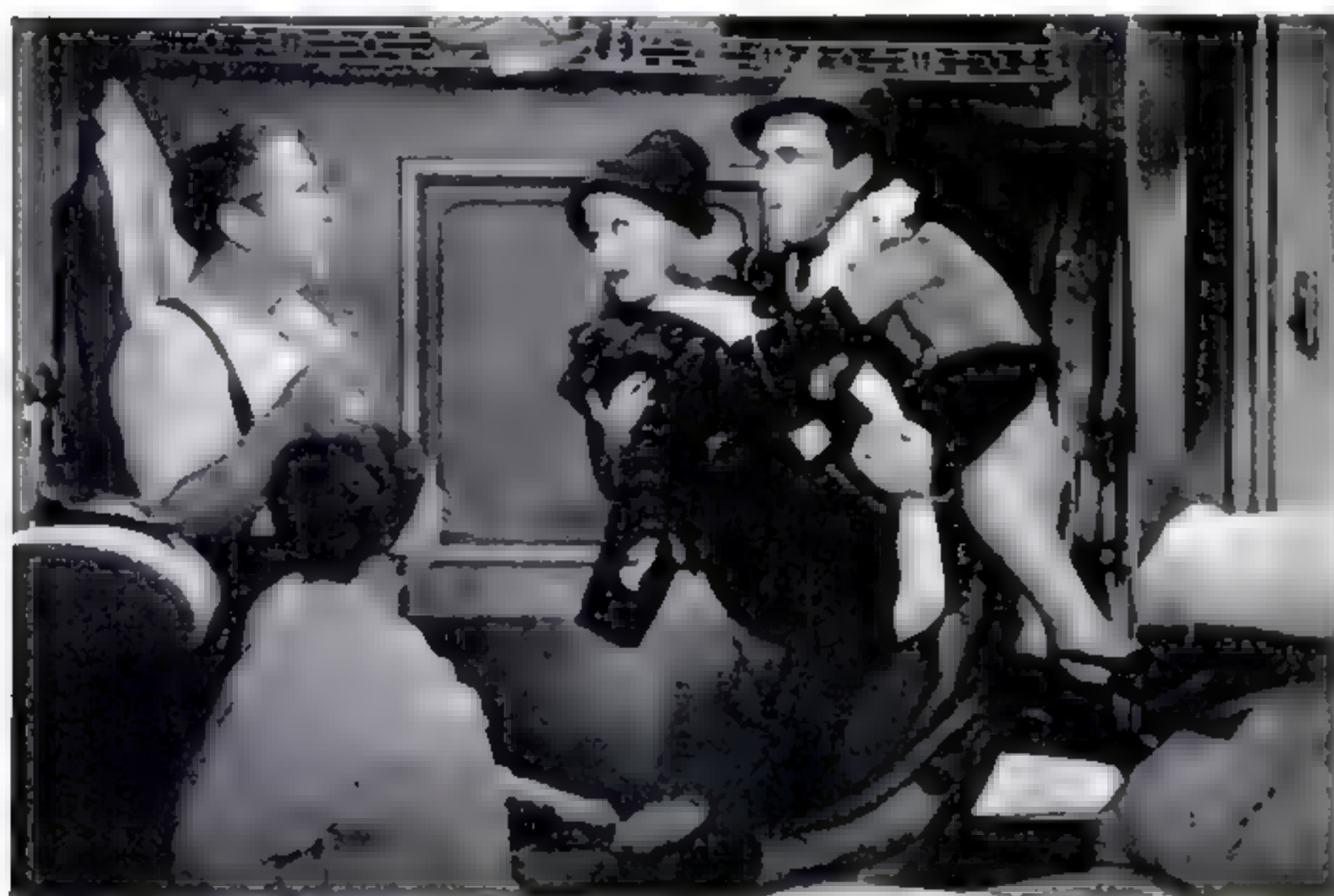
LOVELY TO LOOK AT. GINGER ROGERS DANCED HER WAY INTO AMERICA'S HEART. NOW SHE IS THE BEST-DRESSED GIRL IN THE LAND

MOVIE OF THE WEEK:

Vivacious Lady

Ginger Rogers won her first fame, twelve years ago, as a dancer. She was 14 and she won a "Charleston" contest, becoming Texas State champion. Eleven years passed and Ginger became a great movie star, but to most of her public she was still first of all a dancer. For three years her dancing pictures with Fred Astaire set box-office records. But Ginger was not satisfied and last year she broke up the screen's most potent box-office team to prove that she could hold her own in dramatic roles. If any proof was needed after *Stage Door* (LIFE, Sept. 27), her new picture furnishes it.

Vivacious Lady is the story of a young instructor from a small town college (James Stewart) who makes a trip to New York and marries a night-club entertainer (Miss Rogers). He takes her home but cannot summon up the courage to break the news to his stern father, the college president or to his flattery mother. Meanwhile Miss Rogers gets into a knock-down fight at a college prom with Stewart's former home-town sweetheart, Frances Mercer. She wins the fight (see pictures at right) and eventually the admiration of the college president.



The honeymoon of Ginger Rogers and James Stewart, the small town college instructor, comes a cropper when

they find their Pullman compartment occupied by strangers. They spend their wedding night in the sex-long car.



Shin guards protected Ginger's lovely legs during the fight shown at right. Frances Mercer, however, slapped

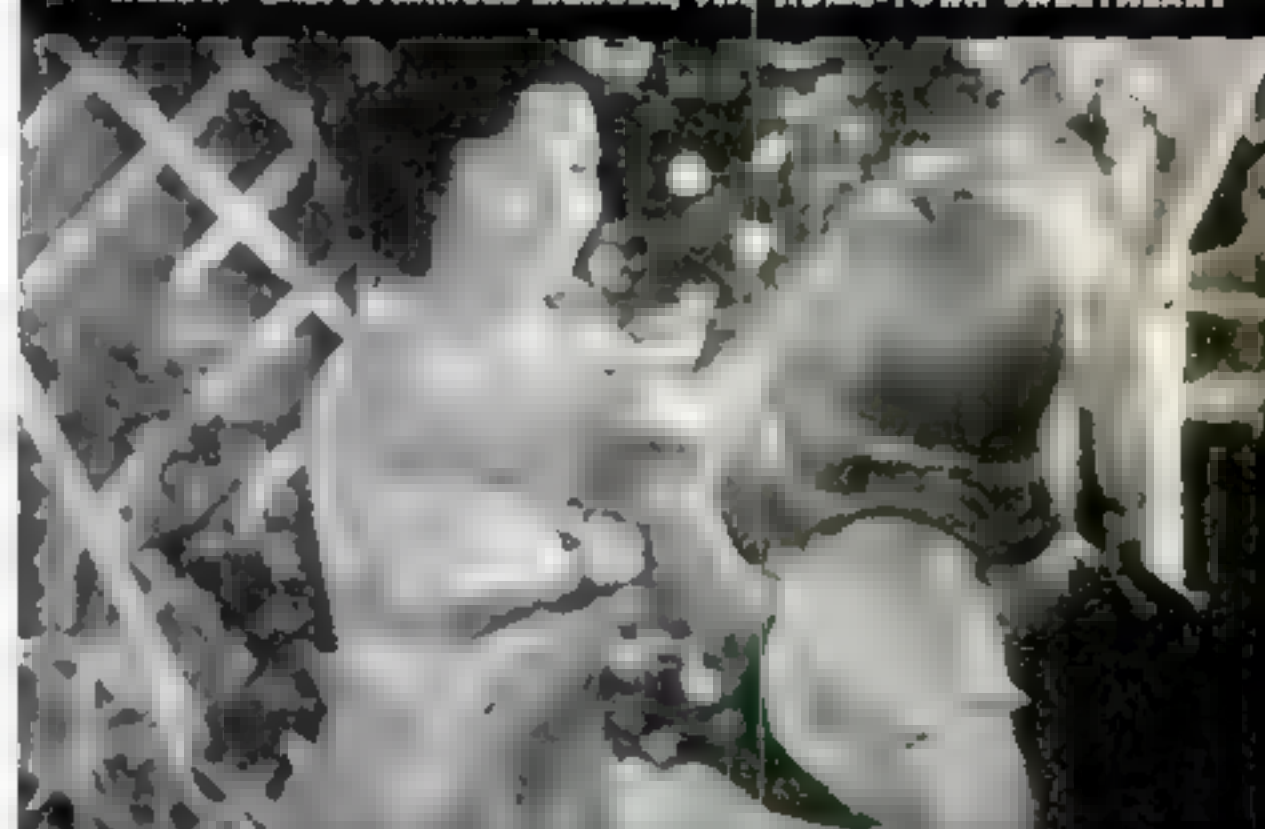
Ginger's face until it was too red to be photographed for a day and Ginger gave Mrs. Mercer a black eye.



GINGER, THE GIRL FROM NEW YORK, LEADS WITH A RIGHT TO JAW



"WHOO!" GASPS FRANCES MERCER, THE HOME-TOWN SWEETHEART



WHAM! MISS MERCER SLAPS BACK WHILE SOMEONE GRABS GINGER



GINGER GETS SET (ABOVE), WINS A DECISIVE VICTORY (BELOW)



CONTINUED ON NEXT PAGE

Ginger Rogers

She lives in a high-school girl's dream house

Ginger Rogers lives on the highest hill in Beverly Hills. Tourists come to gaze up at the wall which keeps the house from sliding into the canyon or fly over the hill and comment that the place looks like a modified country club. This is the reward of stardom and Ginger Rogers, at 26, is one of the biggest-drawing feminine stars.

Ginger built the house on the hill last year and, like a good house, it expresses its owner's personality. The most remarkable thing in it is a shiny, well-stocked soda fountain. Ginger Rogers, the screen queen, is a movie-struck high school girl who has grown up, made good and treated herself to the ultimate in schoolgirl dreams—a soda fountain in her own home.

Ginger Rogers was born in a small, rented cottage at the end of the trolley tracks in Independence, Mo. Her father, an erratic electrical engineer named Eddins McMath, was not present. Six months before Ginger's birth her mother, Lela, had run away from McMath, rented the little cottage in Independence and gone to work as a reporter. Whatever Ginger Rogers lacked in a father's care was more than made up by a remarkable mother. Lela McMath earned their living by working as reporter and dramatic critic on Texas papers, and by writing movie scripts for Baby Marie Osborne. Ginger's capable mother is now dramatic coach for RKO, her daughter's studio.

Ginger Rogers' real name is Virginia Katherine McMath. The Ginger came from a small cousin who could not pronounce Virginia, the Rogers from a Mr. Rogers whom her mother later married. After winning the Charleston contest in 1926, Ginger's road to fame led through vaudeville and Broadway musical comedies to Hollywood. In *Long Man of Manhattan* (1930) she attracted attention by repeatedly chirping, "C-gard me, big boy."

Much fun has been made of the way movie stars spend their money, but few are the business tycoons who have built houses as sensible as Ginger's. Here is a house built not for show but to live and play in. Ginger likes to have small swimming parties. She is still married to Lew Ayres but they have long been separated and her two best beaux now appear to be James Stewart and Alfred Gwynne Vanderbilt. Often they make a foursome with another girl. Friends think that Ginger will be a bachelor girl for some years to come.



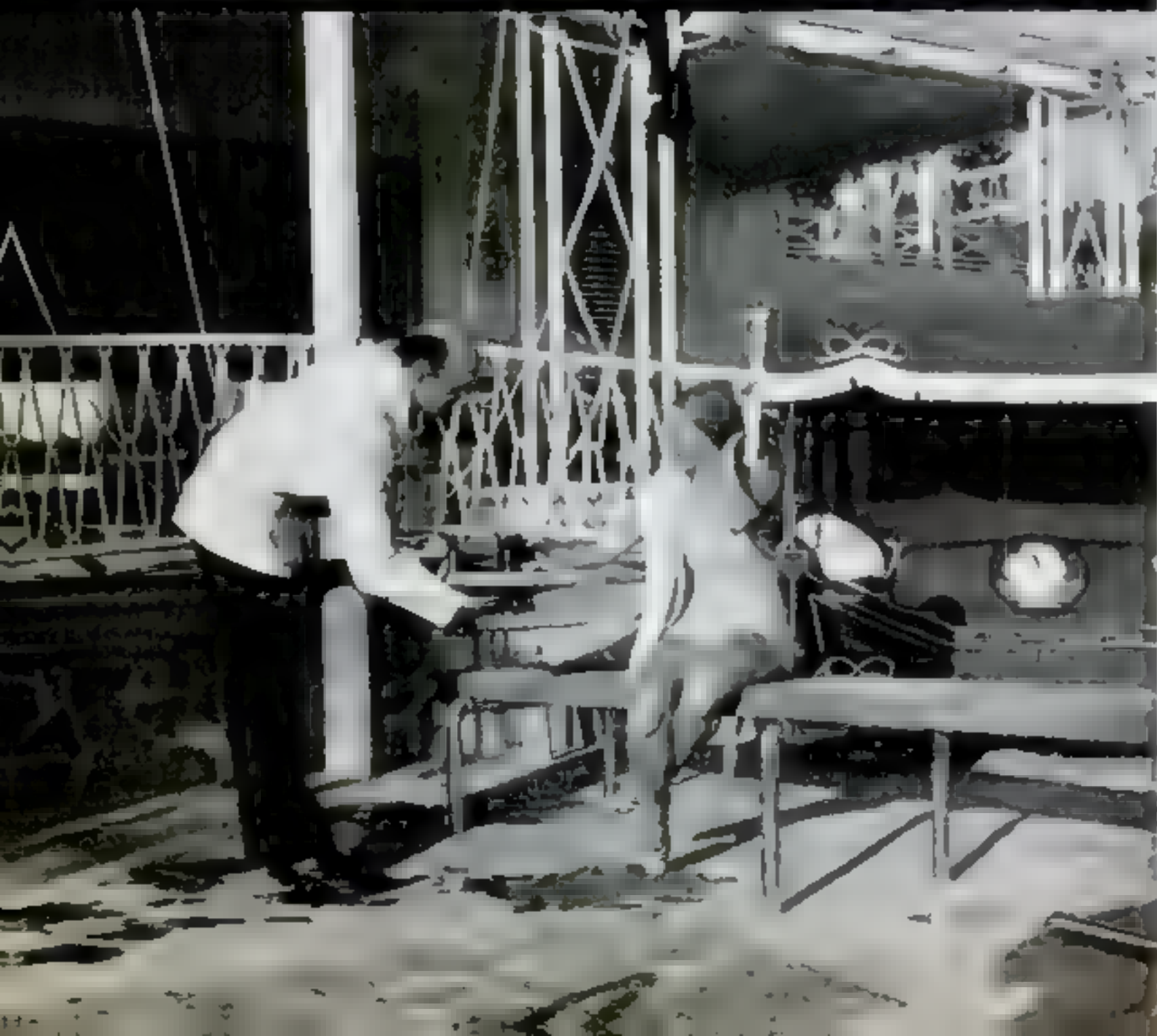
A dancer's graceful footwork is the feature of Ginger Rogers' tennis game. She is good at many sports, probably keeps in better trim than any other top-ranking star.



GINGER PREPARES FOR A SWIM. THE PLACAS AT LEFT SPELL OUT "JOLLY ROGERS," AT RIGHT "MAN OVERBOARD—S.O.S." WITH HER IS HER MOTHER, MRS. LELA ROGERS



GINGER PERFORMS A GOOD JACKKNIFE INTO THE POOL. AFTER HER TEN-MINUTE SWIM (BELOW) KUNG, THE BUTLER, SERVES COCA-COLA. IT IS REALLY COCA-COLA





Ginger's house stands on highest point of Beverly Crest and commands a magnificent view. Though impressive from 'behind', it was not built for show but to live and play in.



The dream of every high-school girl has been achieved by Ginger. She has a soda fountain in her own home. LIFE's photographer Peter Steepole got the chocolate soda.



The heights of stardom are gazed at by two awestruck tourists. This is the concrete retaining wall shown in the airview at top of the page. It keeps the house from sliding off the hill.



MELLON INSTITUTE IS SCIENTIFIC CRADLE OF INDUSTRIAL DISCOVERIES

Its scientists now turn to fight widespread and dreaded silicosis

Many manufacturers cannot afford adequate research laboratories and none but the largest companies can gather under one roof all the brains and equipment to lick all their scientific problems. Hence they sooner or later turn to the Mellon Institute of Industrial Research in Pittsburgh, which can supply everything necessary to create products or manufacturing processes.

On April 21, the Institute in its annual report announced the first concerted action on the part of 200 major U. S. industrial companies to wipe out industrial diseases having as potential victims 15,000,000 persons who spend a third of their lives at unhealthy occupations. For more than a century manufacturers have been reluctant to admit that illness and death result from working in fume-, gas- or dust-laden air. Because they now realize that poor health breeds poor morale, high labor turnover and poor work, and because the U. S. industries have been sued for \$500,000,000, these companies turned to the Mellon Institute to solve their problem.

One of the first practices recommended by the Air Hygiene Foundation created at the Institute is the uncanny, nightmarish figure on the opposite page. The goggled hood protects him from the dust he is about to create by blasting the frame casting with abrasives. Below, he works in a tempest of sand while supplied with clean air from another room. Unprotected, the man's eyes would be ruined, his lungs would become mottled with lumps of fibrous tissue. He would become another occupational-disease victim.

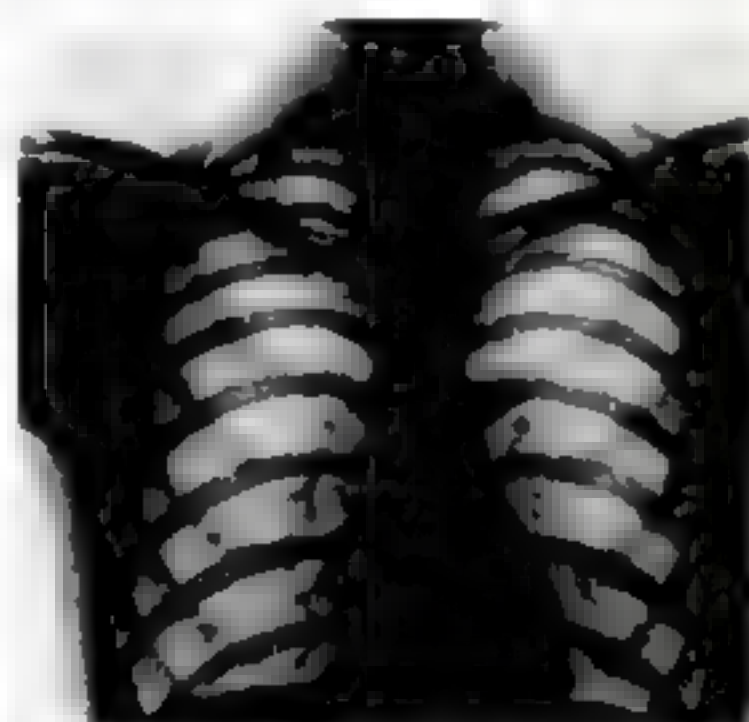
Institute scientists equipped with flasks wandered through mines and factories collecting samples and measuring concentrations of silica dust. They X-rayed hundreds of diseased lungs, examined hundreds of ventilation systems. They found that the smallest dust particles were most dangerous because they were the most easily retained in the lungs. As a result, they were able to recommend masks which would keep out even the finest particles. They urged complete elimination of dust in all occupations, advised manufacturers what exhaust and ventilation systems to use.



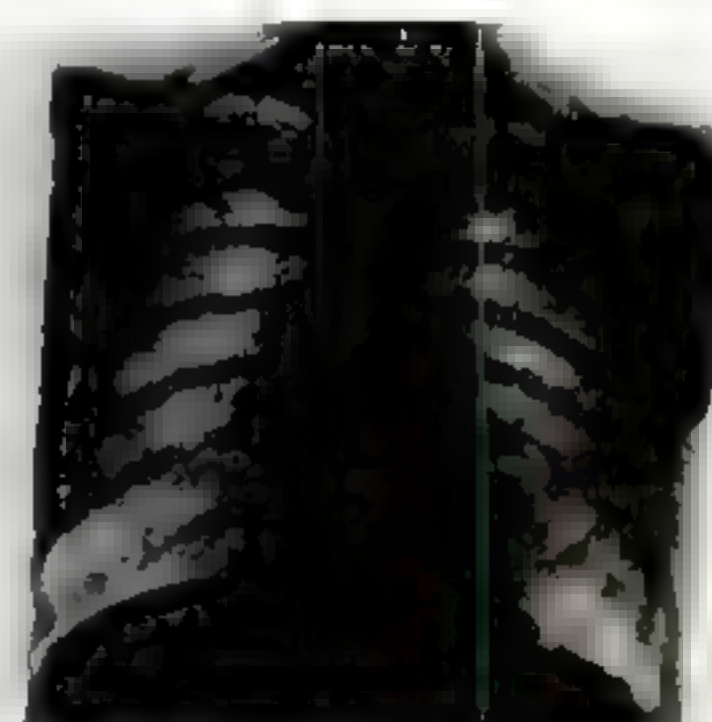
Dust and dirt cover all but mouth, nose and eyes of these men who were protected by



masks and goggles. But for the masks, a large amount of dust would coat their lung tissues.



Healthy lungs are those of a worker who has worked only a short while in a silica quarry.



Silicosis, which has attacked the same lungs, after a few years opens the way to tuberculosis.



Clouds of scale and dust pollute air when the workman starts blasting. Such thick clouds would be sure to give an unprotected worker a bad case of silicosis.



A national scandal resulted early in 1896 from death or disabling of some 500 men who had

inhaled silica dust while boring this tunnel at Gauley Bridge, W. Va., started the silicosis war

CONTINUED ON NEXT PAGE

(continued)

INSTITUTE FINDS NEW USE FOR COAL

Purpose of Mellon Institute is to invent new products, subject them to rigid tests, then turn them over to the manufacturer and start on new problems. Thus, in recent years the anthracite coal companies found their sales rapidly dwindling. In an attempt to revive sales they asked the Institute to find new uses for anthracite. Promptly, Mellon scientists discovered that anthracite ash mixed with soil (bottom left) improved lawns, kept them from cracking. Work being done on some other projects is shown here.



Unit plant for making chemicals is used to develop best method of production before expensive apparatus for large-scale manufacturing is set up.



Anthracite ash mixed with soil prevents earth from fissuring (rear box) and improves lawns. Ordinary soil in front box cracks during dry spells.

Brands of mattresses are thumped 50,000 times with a weighted barrel at ends, sides and middle to ascertain which is the most resistant make.



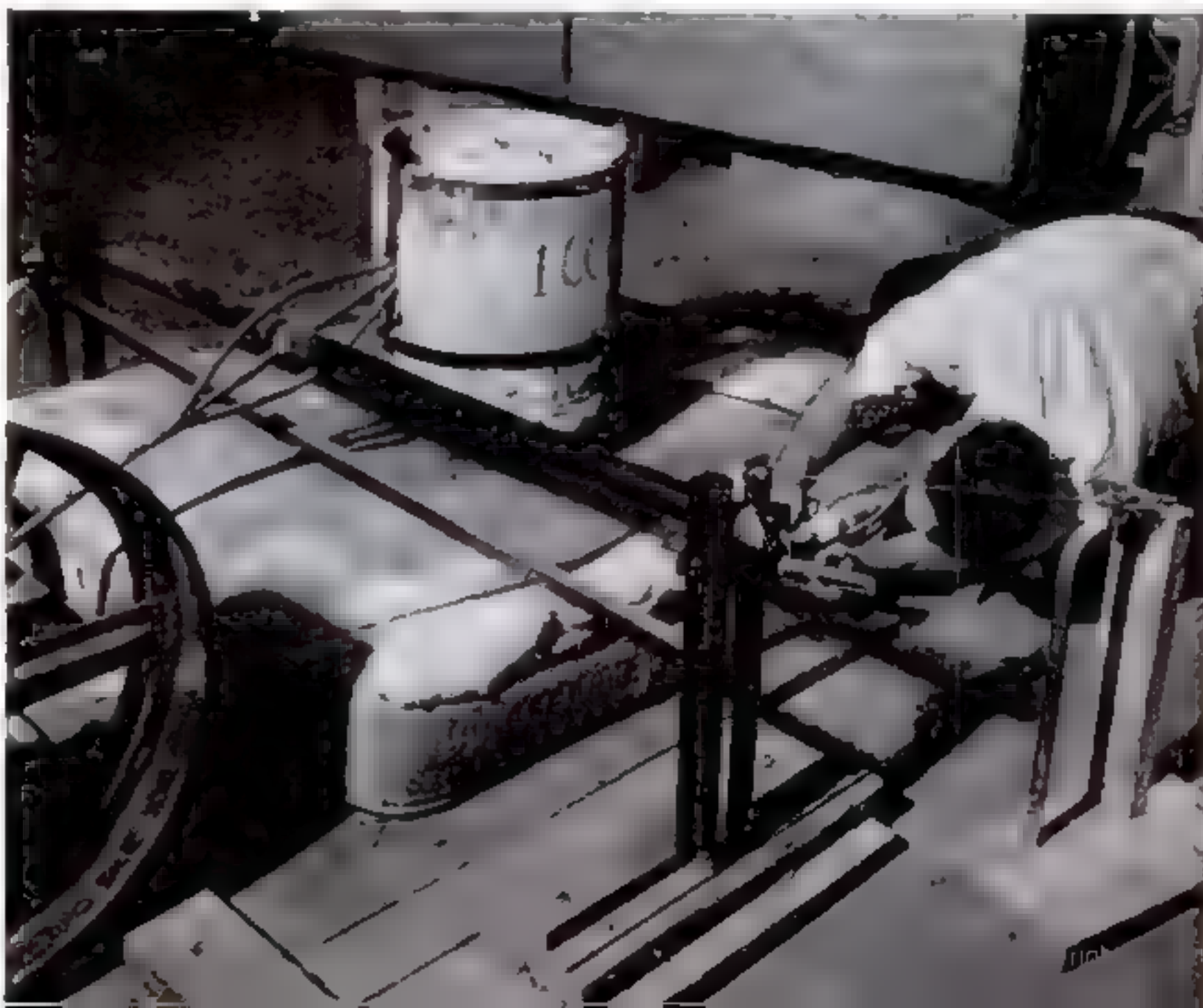
Paint is tested for durability under conditions 15 times as intense as natural weathering. A glaring

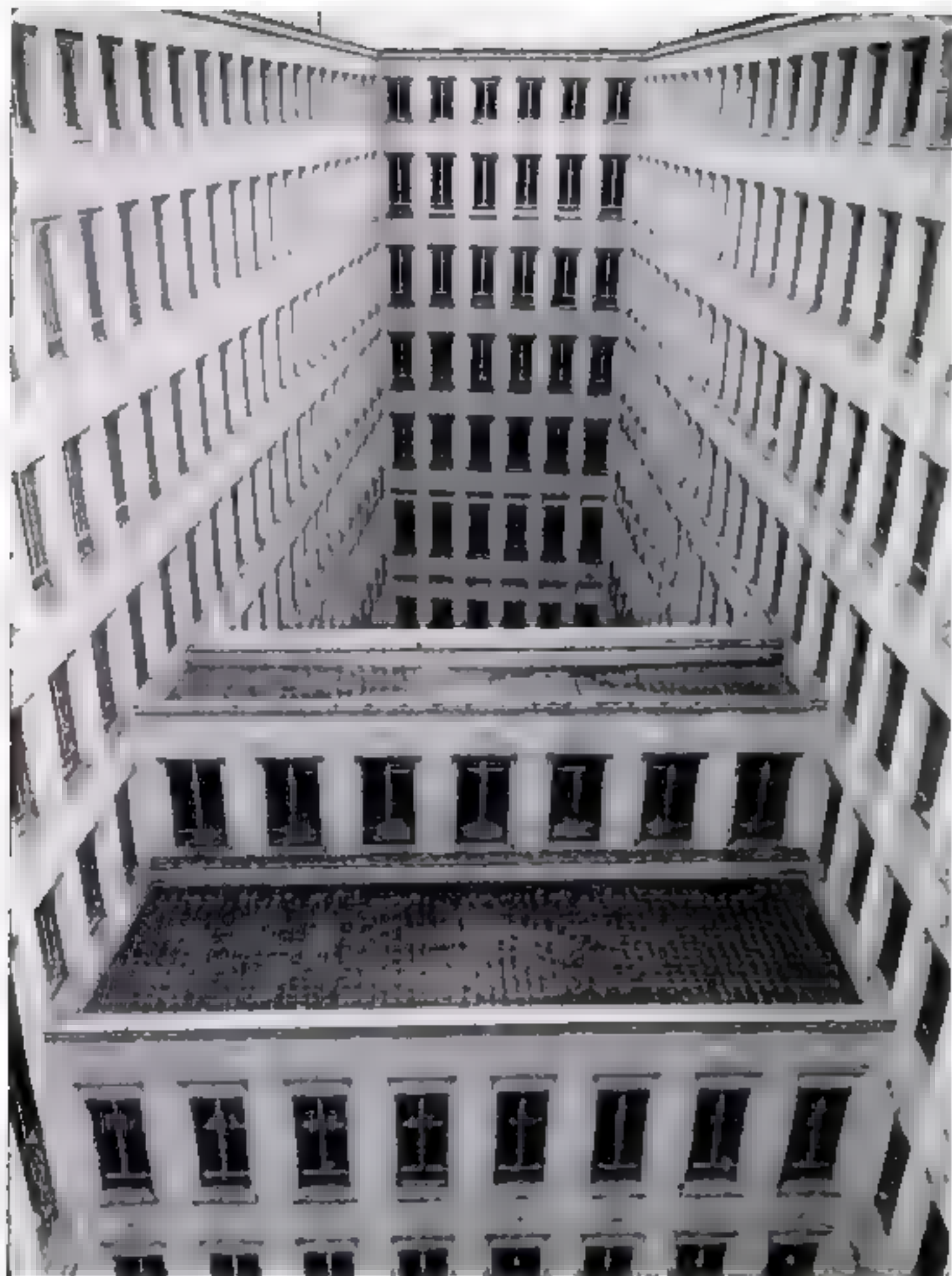
are light and a water spray simulating sunlight and rain beat down on painted glass plates in the drum.



Food from cotton is the project backed by Southern businessmen. By pouring acid into cottonseed

extract (right), researchers obtain proteins (flask at left) which may ultimately be nutritive and edible.





Converging walls in the courtyards of the Institute hide hundreds of laboratories. In them an even larger number of scientists work at improving or fabricating new merchandise.



Sixty-two Ionic columns support the jutting brim of the Institute building. The proportions of the street facades are similar to those of the side facade of the Parthenon at Athens.

SCIENCE MEANS BUSINESS IN THIS GRECIAN TEMPLE

The Mellon Institute can be described as an intellectual holding company and a laboratory for applied science open to the U. S. businessman. When a manufacturer is in trouble, for example, finds the market for his goods is shrinking, he goes to the Institute. For \$6,000 or more he gets a fellowship entitling him to employ a scientist for a year and use laboratory facilities. The scientist's job is either to improve the product or to find a new use for it. When the research is satisfactorily completed, all discoveries are turned over to the manufacturer exclusively. Thus in the past 27 years the Institute has spent \$12,500,000 of donated money for research and as a result has developed some 650 new processes and products. One of the consequences of the inventions made there was the formation in 1920 of the now potent Carbide & Carbon Chemicals Corp.

Founded by Richard B. and Andrew W. Mellon in 1911, the Institute since last year is housed in a palatial new building of Grecian style (right). The edifice, said to cost about \$7,000,000, is one of the most expensive research buildings in the world. The Institute is operated on a non-profit basis, in fact spends far more money than it receives from fellowships. Its staff has every possible piece of apparatus necessary to work on such varied subjects as shaving, food, cigaret technology or insecticides.



Mellon Institute is a Grecian palace standing in the midst of a hodgepodge of Gothic churches and ugly commercial

buildings. Because the Mellons were the reigning family in the aluminum industry, it is replete with aluminum.



DIZZY DEAN SHUTS OUT HIS OLD PALS OF THE GASHOUSE GANG

\$185,000 pitcher wins before 35,000 fans

Wrigley Field, Chicago, was packed to its farthest bleacher corner on April 24 by 34,500 baseball fans who came to watch the Chicago Cubs play the St. Louis Cardinals and see the fabled Dizzy Dean pitch his first game against his old team, the Cardinals. Since 1932, Dizzy Dean's right arm and loud voice had been invaluable assets of the Cardinals' most raucous and belligerent team in baseball, which will go down in history as the Gashouse Gang. Three days before this season began, Dizzy was suddenly traded to the Cubs for three players and \$185,000, highest price ever paid for a pitcher.

If the big crowd (shown above) expected to see any touching, emotional scenes when Dizzy met his old mates, they were disappointed. Dizzy celebrated the reunion by standing at the dugout (left) and yelling insulting epithets at the Gang. The Gang (right) yelled back as good as it got. But on the field Dizzy had the Gang helpless. He allowed them four hits and no runs. The Cubs won 4-0.



"YA BIG BUMS" YELLED DIZZY



"BUM YERSELF," THE GANG REPLIED



CHEWING TOBACCO, DIZZY PAUSES . . .



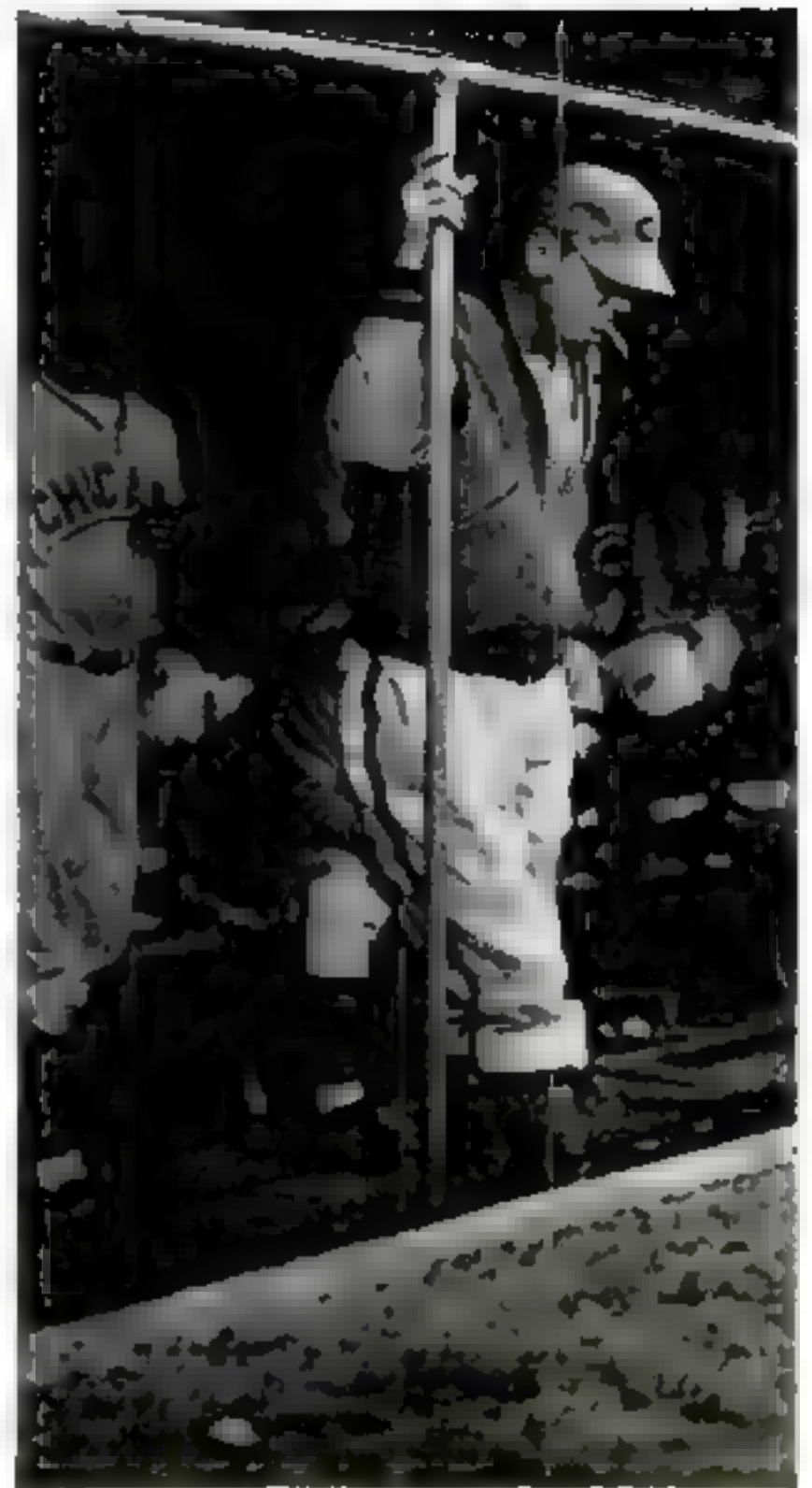
. . . OPENS HIS MOUTH TO RESUME THE CHEW . . .



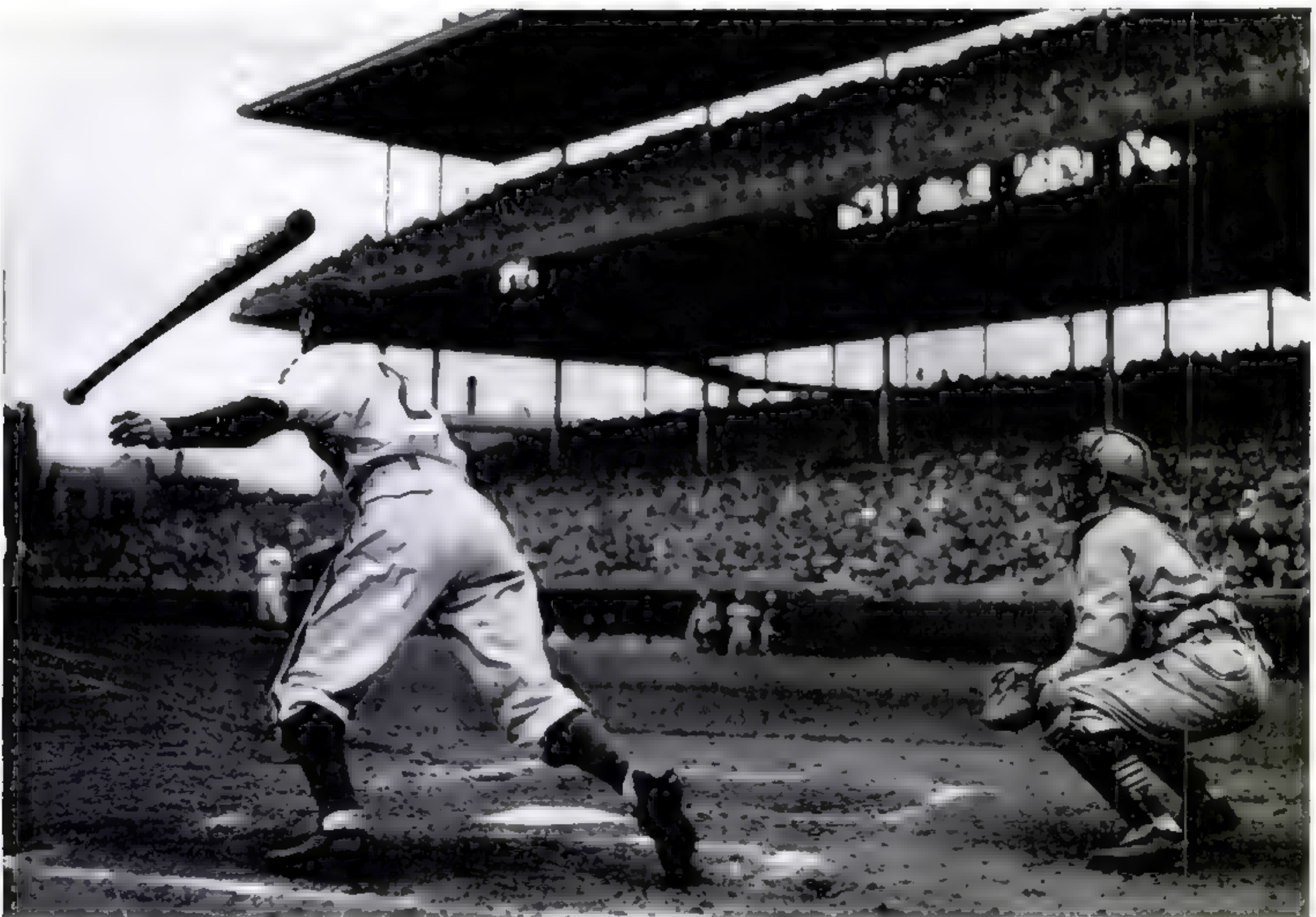
. . . FILLS HIS MOUTH FULL OF JUICE . . .



. . . PUCKERS HIS LIPS AND, RISING . . .



. . . SPITS NEATLY OUTSIDE DUGOUT . . .



Dizzy popped to short right field in the fifth inning of the game. His bat went flying in the air and he raced

safely to first base. When Second-Baseman Billy Herman doubled, Diz came home with the second of two runs he

scored that day. Two runs in a single game is a rare feat for Dizzy whose batting average last year was only .227.

CONTINUED ON NEXT PAGE

The Decline of Dizzy Dean: can a \$185,000 Pitcher come back?

Jerome Herman Dean, who was christened Jay Hanna and took "Jerome Herman" because he liked it better, may be the most famous person in America by next October. When the Cubs bought him, they became favorites to win the pennant. If they do win, Dizzy probably will be responsible. A superbly conceited man, Dizzy is also a very great pitcher. For four successive years from 1932, he led his League in strike-outs. Last year, he had a bad season and it was predicted that, like his brother Duffy, he was through. But with the Cubs, Dizzy easily won his first two games. In his third game, pitching a fast one (see strip at left), he pulled a muscle in his valuable right arm, was taken from the box.



At the top in 1934, Dizzy gaily wore a pith helmet (left) to celebrate pitching the Cards to a World Series title.



His decline began winter of 1936-37 when, goaded by his wife (center), he headed out, played golf instead of training.



Misfortune befell Dizzy in 1937. In a scrap with his League president, he told reporters that someone, not



Dizzy, was screwy (left). In the All-Star game he hurt a toe, was good for nothing after but arguing with umpires.



Sadder and quieter, Dizzy showed new gentleness this winter. He played Santa for Oilman Doherty's wife



(left). When his salary was cut, he simply made faces at his contract. Ill with sinus trouble, he could scarcely pitch.



A great blow to Dizzy this spring was realization that his brilliant brother Duffy's arm was dead. Duffy was



released by the Cards who then sold Dizzy for \$185,000, plus Players Davis, Starnback and Shoup (above, l. to r.).



Anxious for exercise during his 8½-day cross-country trip, Seabiscuit neighed with displeasure at Chicago photographers, was delighted to get out on the track at Belmont.



THE USUALLY AMIABLE SEABISCUIT IN AN ANGRY MOMENT—EARS BACK, TEETH BARED

A GREAT HORSE MAKES FUNNY FACES

Admirers of Seabiscuit admit that this knobby-kneed grandson of Man o' War does not have a beautiful face. But they insist that his plain face is very, very expressive. On April 25, Seabiscuit arrived in New York from San Francisco and showed cameramen that he makes better faces than most thoroughbreds.

Seabiscuit made his transcontinental trek to run in the most important match race since Zev beat Papyrus in 1923. At Long Island's Belmont track on May 30, he meets War Admiral, his grandsire's son. The purse is \$100,000, juicy even for such heavy winners as Seabiscuit and War Admiral. Seabiscuit, top money horse now running, has earned \$231,000 for his owner, Charles S. Howard, San Francisco distributor of Buicks. War Admiral has won \$231,000. But the Admiral's record of 13 wins out of 16 starts is more impressive than "Biscuit's" of 27 wins in 77 starts. Bookies have made War Admiral the favorite.

Although most of Man o' War's descendants are big horses, both Seabiscuit and War Admiral are rather small. Otherwise they are not at all alike. War Admiral is fiery, untractable, temperamental. Seabiscuit is amiable, well-poised, very intelligent.

THIS PLAY HELPS CHINA FIGHT ITS WAR

Child actors stiffen soldiers' morale

China's 400,000,000 souls are largely unlettered and phlegmatic. To stir them into resistance against Japan's swift-moving army, the Nationalist Government has launched one of the most unique propaganda campaigns in history. Students tour the villages, stop on street corners and sing popular songs. When villagers join in, a speaker harangues them with patriotic slogans. Artists plaster village walls with posters featuring war news, atrocity stories, poems, cartoons.

But most appealing of all are China's child propagandists. While American boys know the war in China only through bubble-gum cards (see p. 4), Chinese boys know the real thing. Their faces smudged to depict their elders, they tour the provinces acting such playlets as "Arrest the Traitors" and "Lay Down Your Whip." On these pages you see such a children's troupe performing "Sleeping China Awakes" in army barracks behind the Suchow front. The date is March 6, the time 4 p.m. It is because of such relentless propaganda that Chinese fighting morale has been stiffened to the point of inflicting upon Japan its first severe defeat in modern times.



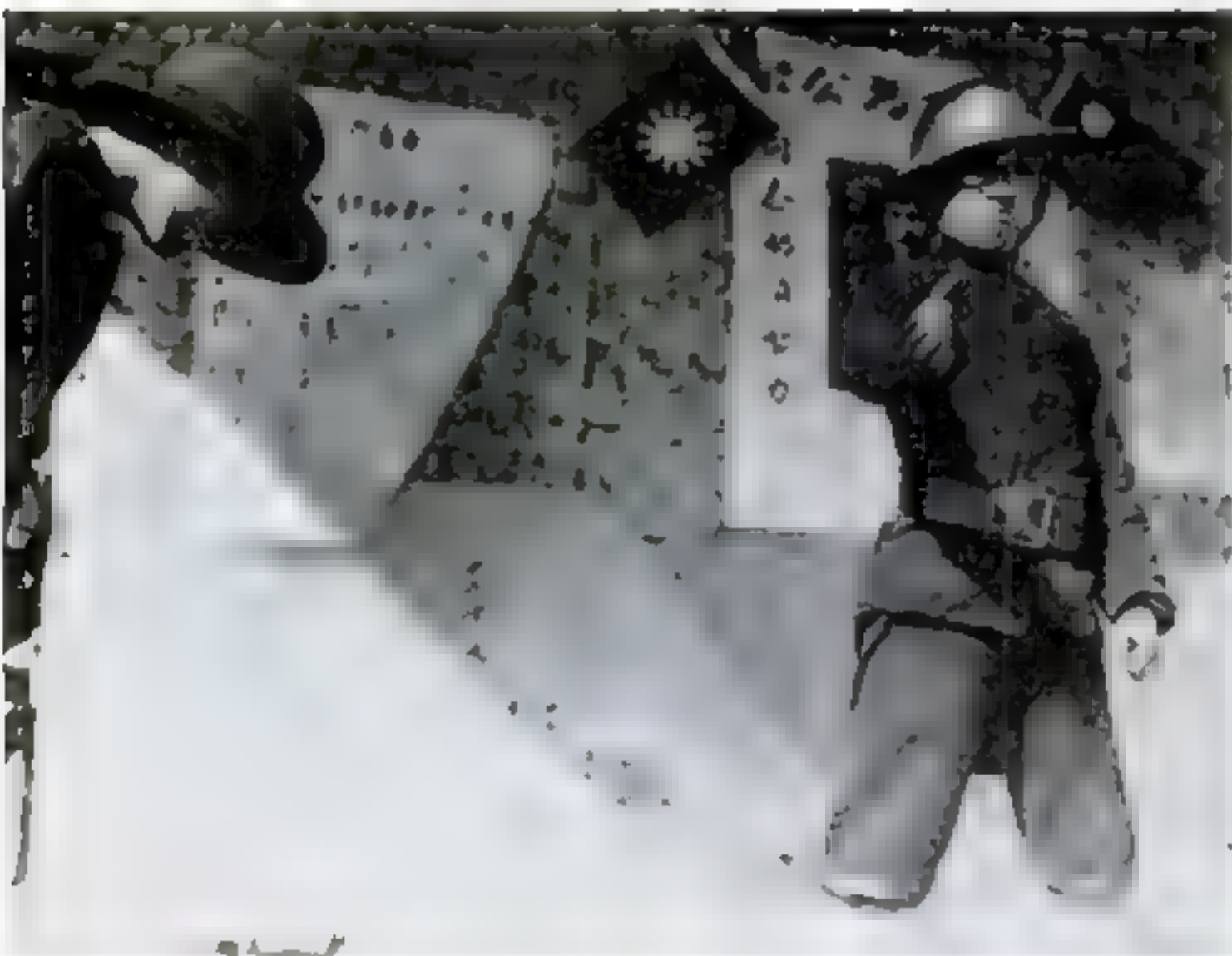
1 "The sleeping Chinese masses" are depicted by this boy with the heavy hoe. His stockings are pulled over his trousers farmer-fashion, and he wears straw coolie shoes.



2 The landlord, in big "foreign" felt hat and long black robe, robs and whips the Chinese masses. On the straw-mat stage setting is a picture of the late sainted Sun Yat-sen.



3 The cowering farmer suffers under the landlord's whip but makes no gesture of defense. Circling the performers are laughing village children and their older brothers in uniform.



4 Enter the super-villain, a young hully with steel helmet and smeared face, to impersonate Japan. The landlord turns traitor, bows in abject surrender to the blustering newcomer.



5 Squatting, the mustachioed landlord counts the gold he has received from Japan for betraying his country. His audience jeers. Behind him, "sleeping masses" still sleeps.



6 The Japanese invader now cheats the landlord of his reward. The official with the arm band sitting in the rear will recite Sun Yat-sen's "last will" when the play is over



7 A Kuomintang (Nationalist) propagandist now comes to awaken "sleeping masses." A moment later he will reach for the gun in the foreground, shout anti-Japanese slogans.



8 The play reaches its naive denouement. The farmers of China unite, encircle the surprised Japanese bully and

beat him to his knees while one young actor giggles loudly at his discomfort. The landlord has meanwhile

fled, leaving only his big felt hat behind. Behind them are Kuomintang Party flag (left) and Chinese Republic flag.

CROSLEY

A fine economical refrigerator, plus the

SHELVADOR

at new low prices



To see original American-made, turn page to the right

WIN PRIZES with GRAFLEX



This Speed Graphic shot of marching Legionnaires by Arthur Sasse of International News Photos was a prize-winner in the Third Annual National News Picture Contest. Because Speed Graphics combine efficiency, dependability and ver-

atility you, too, can make prize-winning pictures with these Graflex-made Cameras. See them at your dealer's.

FREE! Send today for our new free catalog of Graflex and Speed Graphic American-made. Prize-Winning Cameras and Accessories—just off the press! Pay no money now—write your request with postpaid card if you wish. Folmer Graflex Corp., Dept. L-31, Rochester, N. Y., U. S. A.



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GRAFLEX Prize-Winning CAMERAS

EVERYBODY IS HAPPY AS YOUNG WALTER CHRYSLER WEDS



The happy bride smiled bashfully as she entered church. Graduate of Ethel Walker School, Peggy Sykes was a 1932 deb.



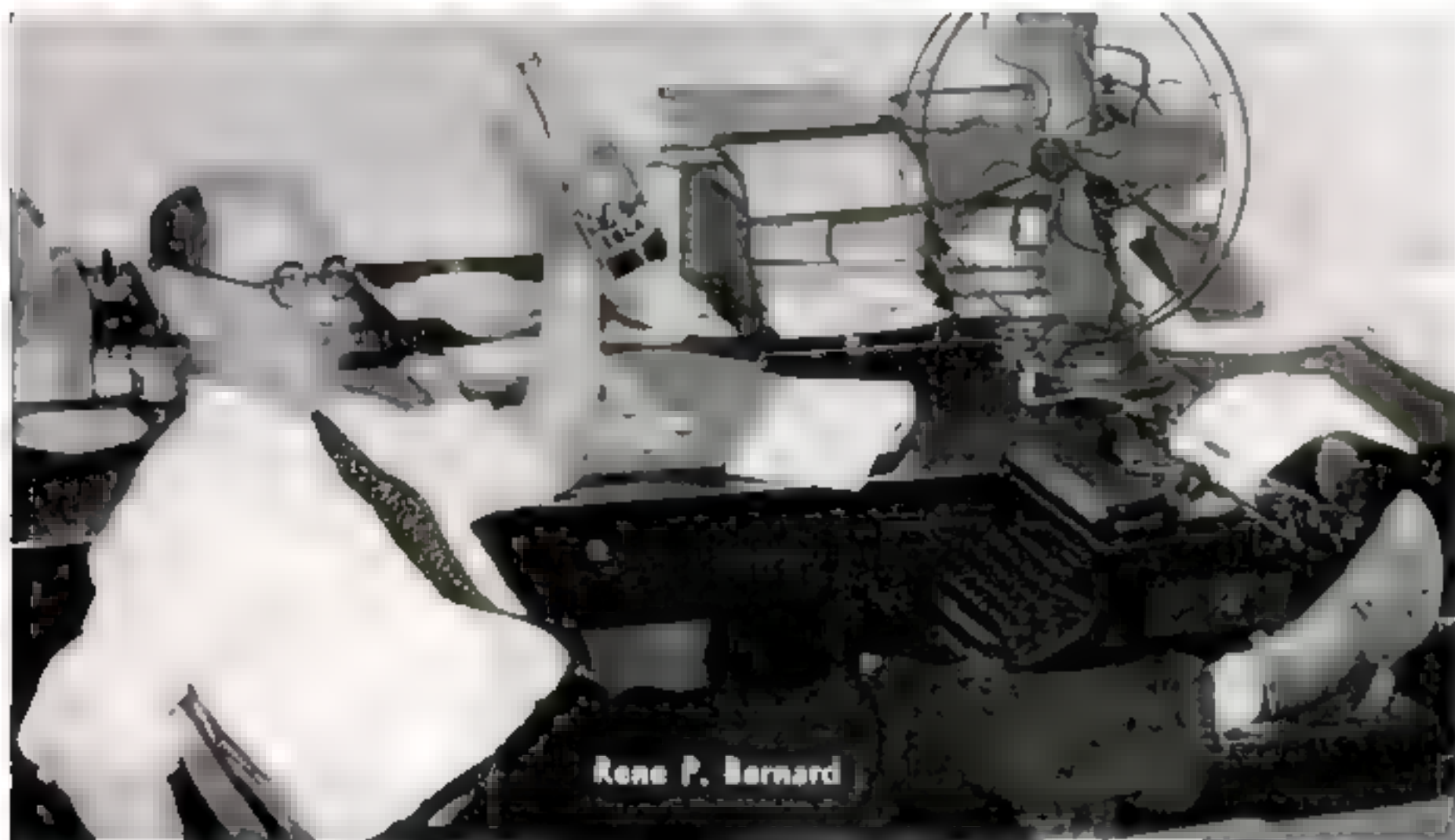
The happy parents of the groom walked from church. Walter P. Chrysler Sr. looking jovial, Mrs. Chrysler looking chic.

Few socialite weddings have gone off with such an air of gaiety as pervaded St. Bartholomew's Church, Manhattan, April 29, when Walter P. Chrysler Jr. took Marguerite Sykes to wife. Everybody smiled, beamed, looked terribly pleased. The groom was happy to marry a pretty blonde girl, the bride happy to marry the eldest son of a great auto maker. After he left Dartmouth, Walter Chrysler Jr. became a book publisher. Today he heads the Chrysler Building Corp. After a five-month European honeymoon, he will take his bride to live in a 14-room Fifth Avenue apartment. When Walter Sr. married, 37 years ago, he took his bride to a small cottage he had furnished on his wage as railroad mechanic.



THE HAPPY COUPLE GAZED FONDLY AT EACH OTHER WHEN THE CEREMONY WAS OVER

WINNERS OF MONEY AND ENJOYMENT, TOO



Rene P. Bernard

When warm weather sends office fatigue to a new high, relax with a big cold bottle of ROYAL CROWN. People like Mr. Bernard—millions of them—know when it's time for leisure you can double your pleasure with ROYAL CROWN Cola, because each 12-oz. bottle contains two full glasses of wholesome refreshment.



Mrs. F. W. MacGregor



and Son Kenneth

Trying for another prize, Mrs. MacGregor favors ROYAL CROWN Cola for her boy because of its purity and flavor. Son Kenneth seems to be going right to the bottom of the matter, too. Mothers respect ROYAL CROWN for its wholesome goodness, as shown by Good Housekeeping Bureau's Seal of Approval on each sterilized bottle.

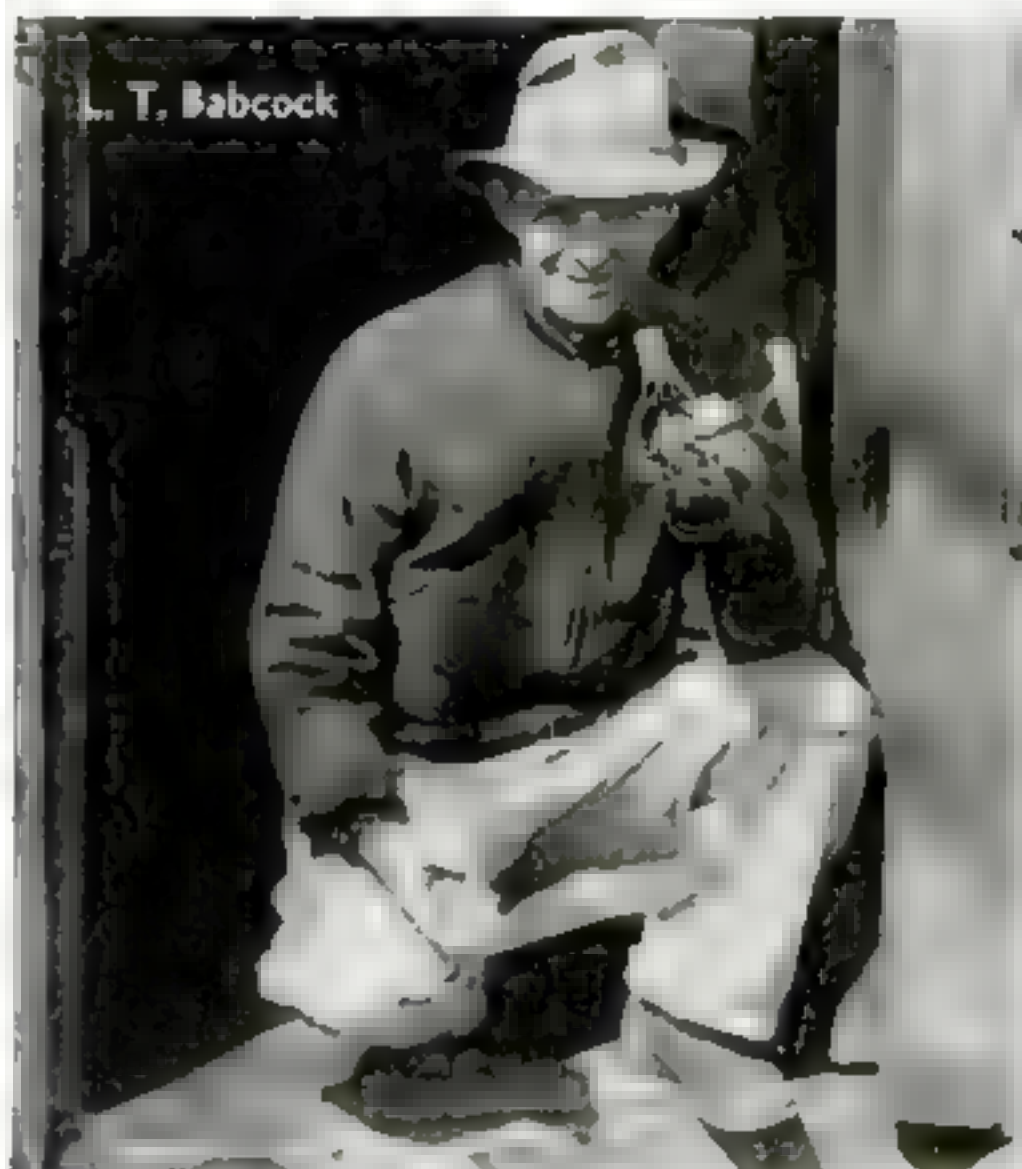


Ethel Phipps

Like every good bookkeeper, Miss Phipps knows her values. She shows this by her preference for ROYAL CROWN Cola, which gives extra value in its two full glasses in each five cent bottle. But that's just one reason why millions prefer ROYAL CROWN. Top reason is that it is the finest tasting cola beverage your money can possibly buy.

\$50,000 CONTEST

How long has this been going on? You mean ROYAL CROWN Cola is really paying people to discover this new delight? That's what you hear all over America today. Too good to be true! But it is true. Ladies and Gentlemen of the Thirst Audience. To help you find out what millions of other folk have found out for themselves, ROYAL CROWN Cola is giving away A-B-S-O-L-U-T-E-L-Y free each week, until September first, \$2,000.00. Here are photographs of some of the cash winners. Send in your entry now. Each week there is a first prize of \$1,000; ten second prizes of \$50 each; and fifty third prizes of \$10 each. To enter the contest, simply complete in 25 words or less this sentence: "I like ROYAL CROWN Cola BEST because..." Mail your statement with a ROYAL CROWN metal bottle cap (or facsimile) to ROYAL CROWN Cola, Columbus, Ga. Send as many entries as you wish for each week's contest. Get a contest folder at your soft drink store for further details. And for tips on how to win, listen to the ROYAL CROWN REVUE every Friday night over NBC coast-to-coast network.



L. T. Babcock

Best thing since the Triple A. Mr. Babcock knows that the extra glass in each bottle of ROYAL CROWN Cola is just like extra bushels from his corn crop. At home, at work, at play—wherever you are, you'll pronounce ROYAL CROWN Cola quality triple A. Sold by soft drink dealers everywhere.



ROYAL CROWN COLA

2 MILLION MORE MOTORISTS THIS YEAR



JOIN THE MILLIONS USING MOBILGREASE

American car owners know a good thing when they see it! They're switching to Mobilgrease because it takes out squeaks better...and keeps them out longer. Because it protects chassis parts better...stays on the job longer! Try this cleaner, tougher grease in your car today. Mobilgrease is recommended by dealers who sell Mobiloil.

"WHAT A STAMP
OF APPROVAL.
FROM NOW ON I'M
INSISTING ON
MOBILGREASE!"



HE GETS 14 YEARS FOR KILLING HIS MOTHER

Even the two bailiffs leading 16-year-old Teddy Daniels Jr. off are moved by his sobs. The next 14 years of his life will be spent in prison. His childhood will be over and he will be a grown man in an alien outside world when he emerges. For on April 26, in a Chicago court, Teddy was found guilty of killing his mother.

Teddy had always been a model boy. He was industrious in school. On vacations, he was friendly and considerate to his playmates. Perhaps all this was so because he feared his stern, quick-tempered mother. Even when he was a model pupil she visited his teacher, declared that she would tolerate no disobedience from him. She sat beside him while he practiced piano. If he hit a wrong note, she flew into a rage. If his hands were dirty, she shook him till his teeth rattled.

Last October Teddy began playing hookey. When his mother found out, she screamed and beat his face. Young Teddy Daniels picked a 10-in. kitchen knife off the table and plunged it in her throat.

In court he said he could not remember what happened, contradicted his own early testimony, made a bad impression. His father defended him, said the mother had had "spells." Psychiatrists, who classified him as sane but emotionally unstable, said he had suffered a "mental explosion." But Chief Justice Cornelius J. Harrington concluded there was "no evidence of provocation which would justify . . . the commission of his offense on the body of his mother," and found him guilty of murder. "I loved my mother," sobbed Teddy Daniels, headed for a cell. "I want to go home."



The WONDERLAND where Alice got well again

THE DOCTOR straightened up from his careful examination. "I think we'd better take Alice to the hospital," he said.

"Oh, no," said Alice's mother. "She'll be so unhappy there. She'll miss—"

But she felt a reassuring arm on her shoulder. And heard Alice's father softly say, "The doctor knows best, dear."

So Alice went to the hospital. And now, a short while later, she's the old Alice again, a well Alice, an Alice as good as new.

Has she been unhappy in the hospital? Not for a minute. She found it a veritable Wonderland, full of strange devices for helping one, and peopled with good white knights and kind

ladies-in-waiting always busy making one comfortable and cheerful.

Are her Father and Mother sorry they let her go? Far from it. For they know in their hearts that but for the hospital Alice would not have been well again so quickly, and might not be with them at all.

* * *

If people really *knew* hospitals there would be no misgivings when the doctor advises hospital care. That's why the hospitals worked out the very good idea of having NATIONAL HOSPITAL DAY, a "get-acquainted" day when hospitals everywhere hold open house.

This day (May 12) is an excellent time for you to visit your hospital and

learn first hand just what goes on inside.

There you will find, under one roof, the equipment and facilities science has evolved for the treatment and cure of illness. There you will meet internes, pharmacists, nurses, laboratory workers, and dietitians, all ably supplementing your own physician's efforts. There you will learn that the modern hospital not only is a wonderland of efficient care, but also a haven of peace, friendliness, and sympathy for the sick.

© 1938 Parke, Davis & Co.

* * *

This advertisement is published by
PARKE, DAVIS & CO., Detroit, Mich.
in the interest of
NATIONAL HOSPITAL DAY, May 12



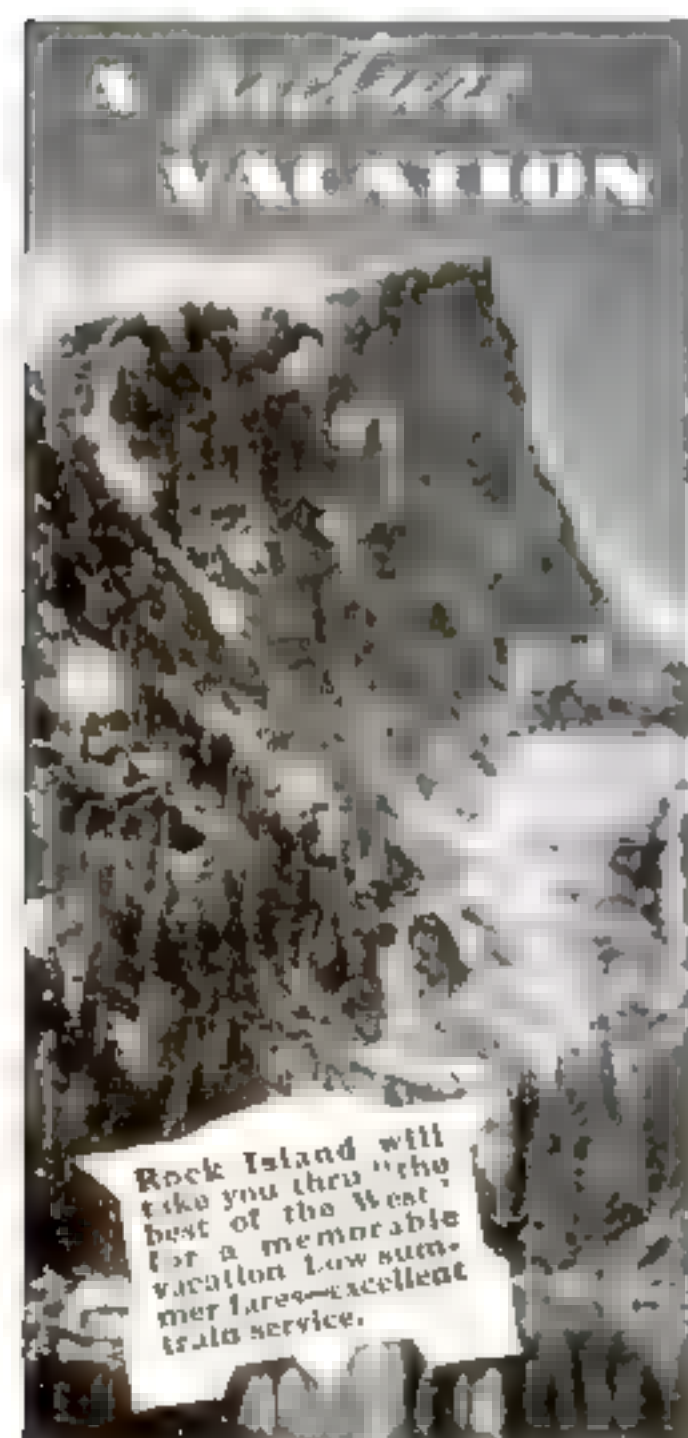
STYLE wins as many men to Arnold Authentics as comfort does. Obviously these are shoes for gentlemen. But it's not at all obvious that they are made on a different principle from any other shoes . . . the principle of the Arnold Glove Grip which supports and fits your foot as though they were made to measure. A try-on will prove it to you.

M. N. ARNOLD SHOE CO., So. Weymouth, Mass.



SHERWOOD (top) with replaceable spikes
DUNKIRK (bottom) in white buck

ARNOLD *authentics*
PLUS the famous GLOVE GRIP



W. J. LEAHY, Passenger Traffic Manager
720 La Salle Street Station, Chicago, Ill.

Please send me complete information about
☐ California ☐ Yellowstone ☐ Colorado ☐ All-Expense tours.

Name _____

Address _____

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HOME OF THE ROCKETS



Holes in walls are easy to repair with Rutland Patching Plaster. Makes a perfect, lasting patch.



SAM INSULL COMES HOME AGAIN

Since the collapse of the world's biggest utility empire, Samuel Insull has lived quietly, comfortably, on an annual pension of \$21,000 from three Chicago firms that once were his. Briefly during 1936 he held the presidency of a small Midwestern radio chain. A modest hotel in Chicago's North Side was his home.

His able son, Samuel Jr., has been living in a rented house at Geneva, Ill., now is building an unpretentious home there. He works as assistant to the chairman of the Commonwealth Edison Co. Banks have collected a large part of his salary.

Last July the elder Insull sailed for Europe with his wife. Chicagoans wondered if he planned to settle permanently in England whence he had emigrated to America in 1881. He passed Christmas in Paris, then went to Rome. Nothing more was heard of the Insulls until April 23, when Traveler Sam, now 78, re-entered the country alone at Baltimore, Md. Young Sam, on hand to meet him, grew alarmed when he saw reporters assembling, shouted, "Don't tell them anything." His father looked startled (above), promised newshawks: "I won't tell you a damn thing!" Three days later in Chicago he manifested great surprise when newspapermen met his train. Exclaimed he: "Why I'm not front-page news any more. The reason for his visit he would not define. Meanwhile Mrs. Insull, still in Rome, was preparing to go to Paris, to meet her husband on his return.

WHETHER YOU HAVE IT AFTER

CLIMBING MOUNTAINS IN THE ALPS



SHOOTING TIGERS IN INDIA



OR BEATING "BOGIE" AT THE COUNTRY CLUB



"Canadian Club" always tastes the SAME

WHEREVER your travels take you...in 87 lands or any place in the U. S. A....say "Make mine with 'Canadian Club'" when ordering your favorite drink. And whether it's Reno or Rotterdam .. Charleston or Capri...you'll get the identical imported "Canadian Club" you enjoy at home!

An 80-Year-Old Secret

Why is "Canadian Club" such an international favorite? Why do connoisseurs order it *by name* the whole world over? And why is it probably the most called-for whisky at the bars of America?

The answer is in its closely-guarded formula that, since 1857, has never been changed. For *that* is the secret of "Canadian Club's" unique, universally pleas-

ing flavor that has never been successfully imitated.

Only Whisky of Its Kind

"Canadian Club" stands alone among the fine whiskies of the world. And once you've tasted it, you will always recognize it. For, although there are several choice Scotches...a few great ryes and bourbons...there is only one "Canadian Club": a rare imported whisky, with a distinctive flavor all its own.

Join the whisky-wise connoisseurs who always order "Canadian Club" *by name* at bar or liquor store. Be drink-wise and stick to this superb whisky all evening long...from cocktails to your after-dinner "tall one"!



In 87 lands Whisky-wise men say

"Canadian Club"

FOR HIGHBALL
OLD-FASHIONED
MANHATTAN
SOUR or STRAIGHT

6
years
old

90, & PROOF H. rom W. & S. Inc. Peoria, Illinois, Distilleries at Peoria, Waukegan, Ontario, Glasgow, Scotland

ARE YOU A TIRE MISER?

by don herold

Some people enjoy seeing how close they can come to breaking their necks by setting new mileage records with their tires.

Tires cost less to buy and run nearly twice as far as they did in 1926. Tires cost half as much and run 8 to 10 times as far as they did in 1913.

But these figures simply seem to make tire misers out of us. We want our tires to last forever.

I'll get the last
500 miles
out of that
tire if
it kills me



Kelly tires are probably as near the forever class as any tires made. I can't remember any tires that ever had a better record.

Today they cost no more than other good tires, and I believe they'll give you a substantially longer run for your money.

The reason is that Kelly scientists have developed a way of mixing a greater quantity of carbon black more evenly and thoroughly into and throughout their rubber compound. (Carbon black is a fine dust, the particles of which are harder than steel.) This makes Kelly's *Armorubber* tread really a kind of pliable armor plate.

I SWAPPED
MINE IN ON
NEW
KELLYS



Instead of trying to squeeze the last dime's worth of dangerous mileage out of your present worn-out tires (they're worth only 30 to 90 cents per 1000 miles at this stage), why not trade them in now on a set of rugged, tough, new Kellys with their *Armorubber* treads, which bite and hold on slippery roads? Your Kelly dealer will give you a fine tire and a fair deal.

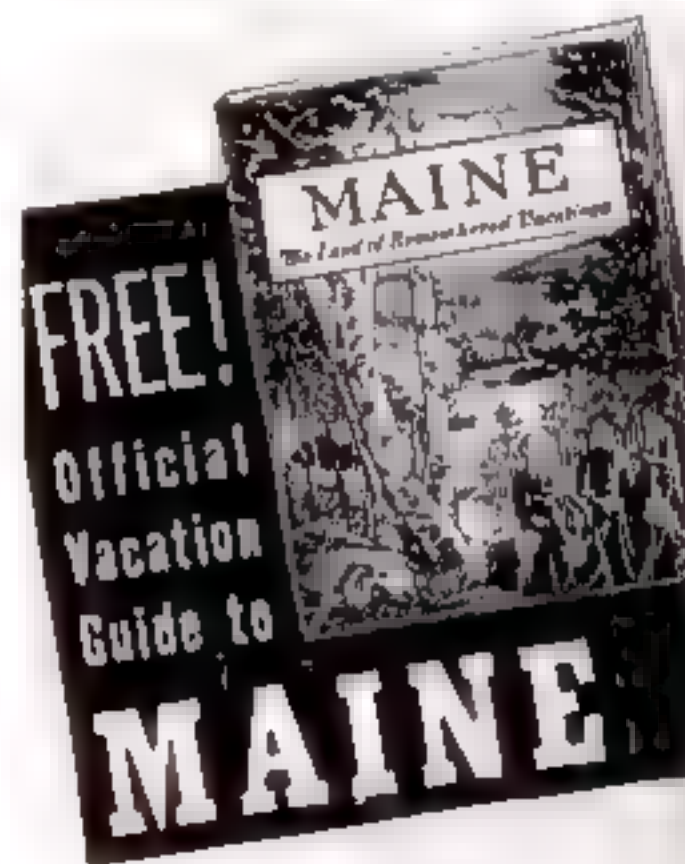
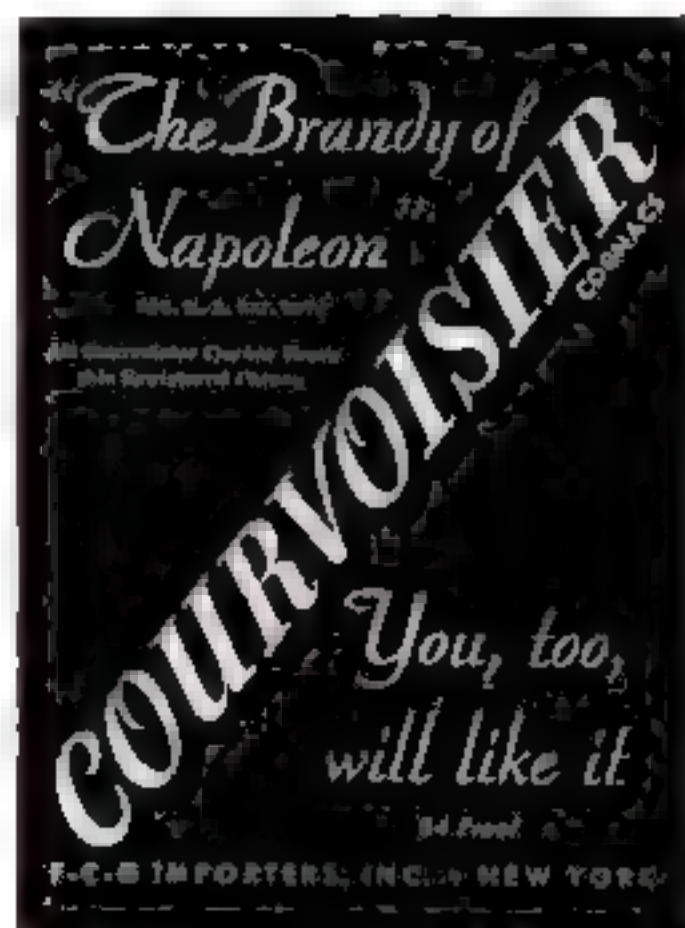


KELLY Springfield
TIRES
DEPENDABLE FOR 44 YEARS



PASTOR GIVES 1,000,000-VOLT SERMON

The conflict of science and religion has never bothered the Rev. Irwin A. Moon. He studied physics and chemistry while preparing for the clergy at Los Angeles Theological Seminary. As pastor of a small California parish he experimented with high-frequency electricity. Today he travels through the U. S. for the Moody Bible Institute preaching "Sermons in Science." Fortnight ago in Atlanta, Ga., he amused a congregation by magnifying the molecular disturbances in a bar of steel until they became audible (*below*). His most awesome feat was receiving into his body a 1,000,000-volt charge of electricity, expelling it from metal caps on his fingertips in crackling streamers of fire (*above*). Purpose of Rev. Mr. Moon's repertoire: to demonstrate the hidden wonders of Creation.



58 pages. . . . Many color and black-and-white photographs. . . . Where to go, what to see.

You'll have the time of your life planning a Maine vacation—and the time of your life when you get down here! This vast and varied vacation state has everything for every one. You can swim, sail, and fish in fresh or salt water. Live in luxury or simple comfort—in de luxe or modest hotels, inns, cottages, and sporting camps. Or rough it in the woods!

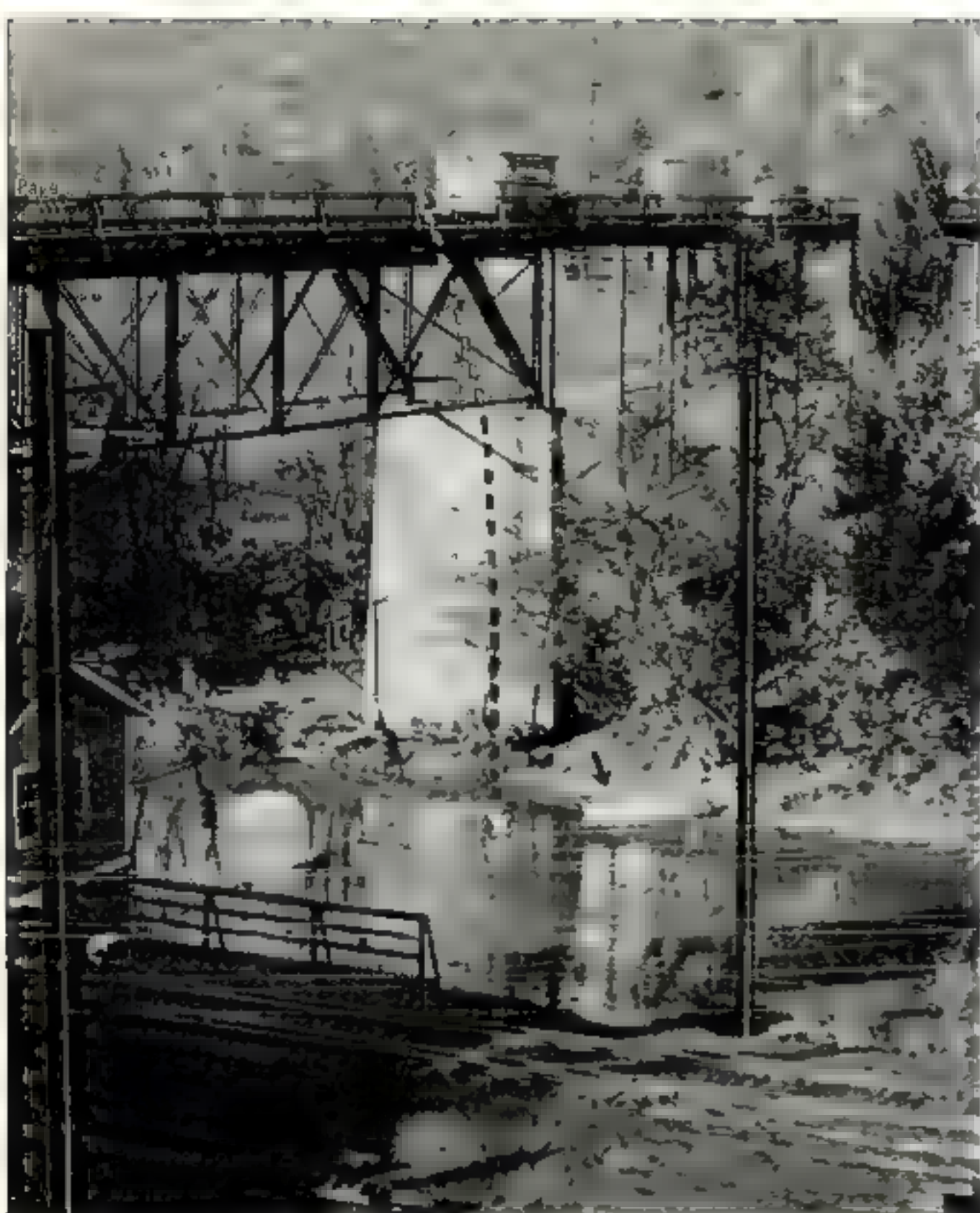
There's golf, tennis, canoeing, riding, hiking. Or spend your time sightseeing along Maine's marvelous roads. And you'll never forget the foods you eat—Maine lobsters, clams, chicken dinners, fresh berry pies! Come to Maine this Summer . . . put the children in one of Maine's world-famous camps. Mail the coupon now.



HAVE THE TIME OF YOUR LIFE IN MAINE!

MAINE DEVELOPMENT COMMISSION
Tourist Service, Dept. 611
St. John Street, Portland, Maine
Please send me the new, illustrated Official Maine Vacation Guide for 1938.

Name _____
Street _____
City _____ State _____



From the Wasena Bridge to the surface of the Roanoke River is a vertical distance of 42.2 feet. In the river-bed, sand often swirls itself into shifting bars.

MAN'S DIZZY LEAP ENDS ON HIDDEN SAND BAR

In Roanoke, Va., a 55-year-old WPA worker named Mason Frazier early on the morning of April 19 wandered disconsolately across the steel and concrete span of the Wasena Bridge, stared down at the slow Roanoke River beneath him. It was 6:30 a.m. He climbed dizzily upon the west railing. "Everything turned green" and he plunged outward and down.



Into waist-deep water Mason Frazier hurtled with a shock that fractured a rib, caused a lung hemorrhage. Dazed he stood upright on a tiny sand bar, called feebly for help, was rescued 45 minutes later (below) by Roanoke's Life-Saving Crew



GOING...



GOING...



GONE... the drink,



but not the **SPARKLE**

Mix yourself a long, tall drink with Canada Dry Water. It will sparkle zestfully and taste fresh to the last sip, no matter how slowly you drink it, because it is *extra* lively. You can leave an opened bottle of Canada Dry Water in a refrigerator. Twenty-four hours later it will still sparkle. That's the famous "Champagne" Sparkle, the result of Canada Dry's special process, PIN-POINT CARBONATION.

WHENEVER YOU SEE THIS EMBLEM
IN HOTELS, CLUBS OR RESTAURANTS
IT'S THE SIGN OF A BETTER DRINK



Sparkling
**CANADA DRY
WATER**

A PERFECT CLUB SODA

The Water with the
"Champagne" Sparkle

AT NEW LOW PRICES

Life Goes to a Party

at Grosvenor House

with Sir Isidore Salmon, C.B.E.

to meet the Prime Minister

The most important event on the British political calendar is the annual Budget speech, in which the Chancellor of the Exchequer tells Englishmen what their taxes are going to be for the next year. On April 5, three weeks before Sir John Simon delivered this vital speech announcing the highest peacetime budget in British history and a basic income tax of 27½%, he gave a dinner at London's Grosvenor House for Prime Minister and Mrs. Neville Chamberlain. Guests were choice British politicians and businessmen and their ladies. After dinner they danced.

Handsome Mrs. Chamberlain, whose reputation for coldness persists despite her fondness for feeding birds in public parks and playing Beethoven sonatas, received with capable Lady Simon (in white fox, feathers and tiara). Lady Simon's great interest in life is the abolition of slavery in Africa and of lynchings in the U. S. Her constant motto is "I shall pass through this world but once." But to humble Englishmen who do not wear white ties to dinner, no guest was more important than Sir Isidore Salmon (*opposite page*) whose 237 Lyons tearshops constitute the most famous restaurant chain in Europe.



The Prime Minister's British syllables are sometimes hard for even his wife to understand. Anne Chamberlain, *née* Cole, has been called most beautiful Premier's wife since the War.



Mrs. Chamberlain says goodnight to Secretary of War Leslie Hore-Belisha. At left, the Neville Chamberlains with their small hostess and their 6-ft. host, Sir John & Lady Simon.



The arrow points to the most extraordinary shopkeeper in Britain, Harry Gordon Selfridge, born in Ripon, Wis. A

partner of Marshall Field in Chicago, he founded 20 years ago the largest department store in Britain. At 80 he is the

most energetic diner-out in London. Major General Lord Hutehulson is about to sit at Premier Chamberlain's table.



Sir Isidore Salmon, Chairman of J. Lyons & Co., Ltd., and his wife, the former Kate Abrahams. Besides his restaurant

and catering business, Sir Isidore has recently been ordered by War Secretary Leslie Hore-Belisha to improve the food

of the entire British Army. In England, Scotch & soda goes right through the meal, like a ketchup bottle in Kansas.

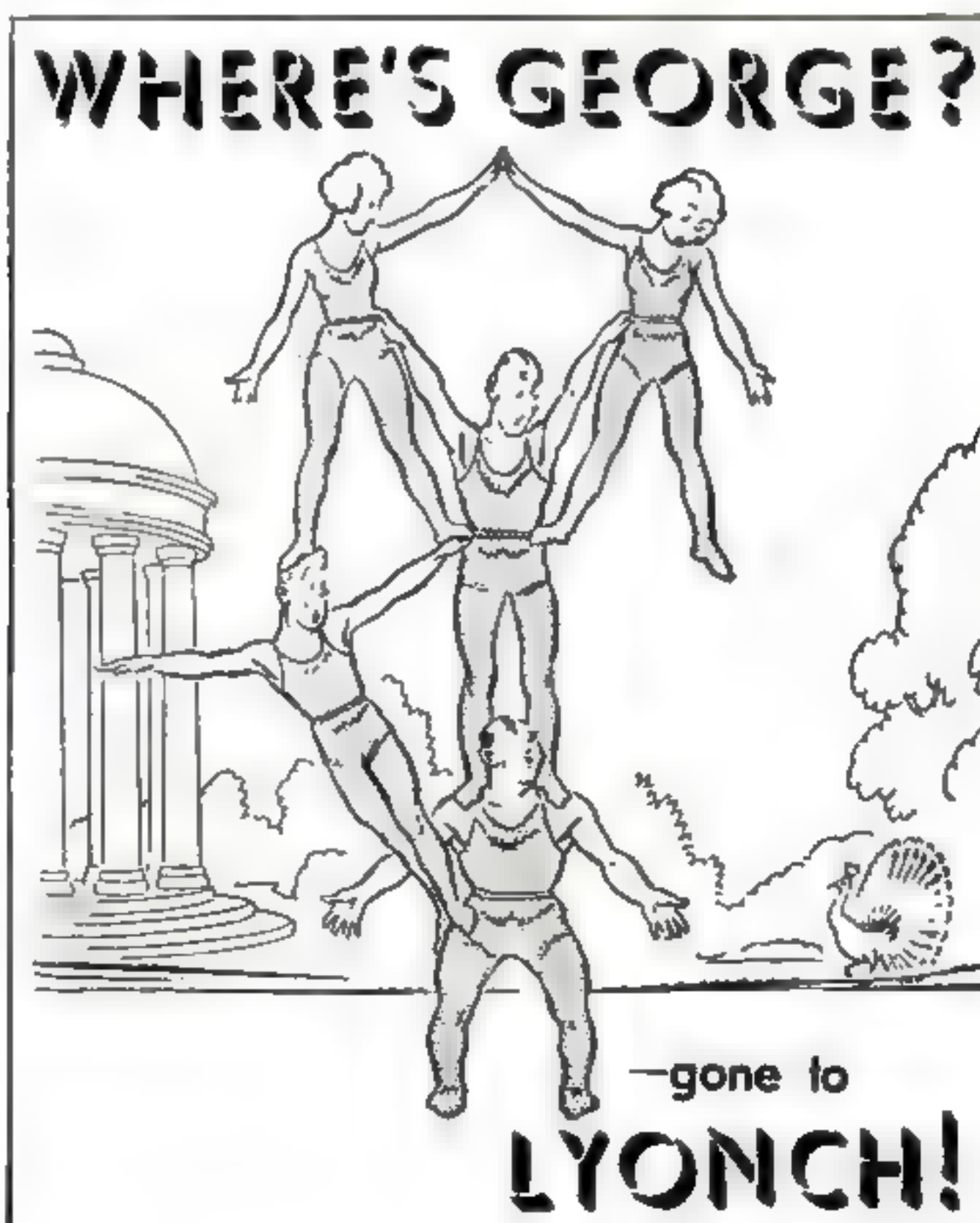
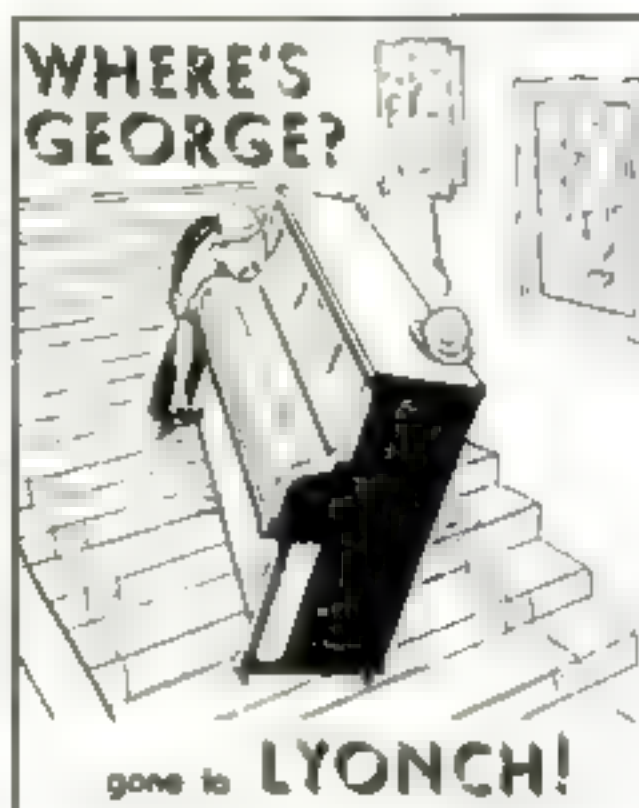
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Life's Party (continued)

Sir Isidore Salmon sells 400,000 meals a day



The biggest restaurant company in the world is Sir Isidore Salmon's J. Lyons & Co. which not only operates 257 teashops and four large hotels, but provides sandwiches and claret cup for Buckingham Palace garden parties. He employs 43,000 people and serves an average of 400,000 meals a day. With a genius for publicity, and with a typically British weakness for puns, Sir Isidore has made the adventures of George, "gone to Lyonch," familiar to every Briton who can open a paper. The 5,000 Lyons waitresses are known as Nippys, a name suggestive of the speed with which they can serve Lyonch.



PEP UP WITH
TESTED QUALITY

DOUGHNUTS

Bite into the golden brown goodness of a round, plump doughnut and see how much better you feel! And for maximum enjoyment, insist on doughnuts sold under the Seal of Tested Quality. This Seal, prominently displayed on doughnut packages, is your sign of good eating ahead. It stands for quality ingredients, careful cooking, delightful results. It means the best there is in doughnuts. Look for the Seal whenever, wherever you buy. The Doughnut Corporation of America, 1170 Broadway, New York, N. Y. In Canada: Canadian Doughnut Co., Ltd., Terminal Building, Toronto.

Watch for announcements of Tested Quality Doughnuts in local stores and newspapers

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Sun Valley Guides are Unanimous for Pendleton Shirts

You are safe in following the judgment of these great guides. Taylor Williams, Art Wood, John Baumann and Ray Mark have adopted "Pendletons" as their official shirt.

Know the thrill of wearing the finest wool shirt that master craftsmen know how to make. A Pendleton fits perfectly. It looks right. And the luxurious Pendleton fabric has a "feel" that can't be duplicated. Follow the lead of sports champions—and get the habit of wearing Pendleton Shirts. Select several at your favorite men's, sports, or department store. \$5 to \$10.

PASTE OR PENNY POSTCARD-OR WRITE
PENDLETON WOOLLEN MILLS, Portland, Ore. L-14

Please send FREE illustrated shirt catalog, swatches

Name _____

Address _____

I buy my sportswear from _____

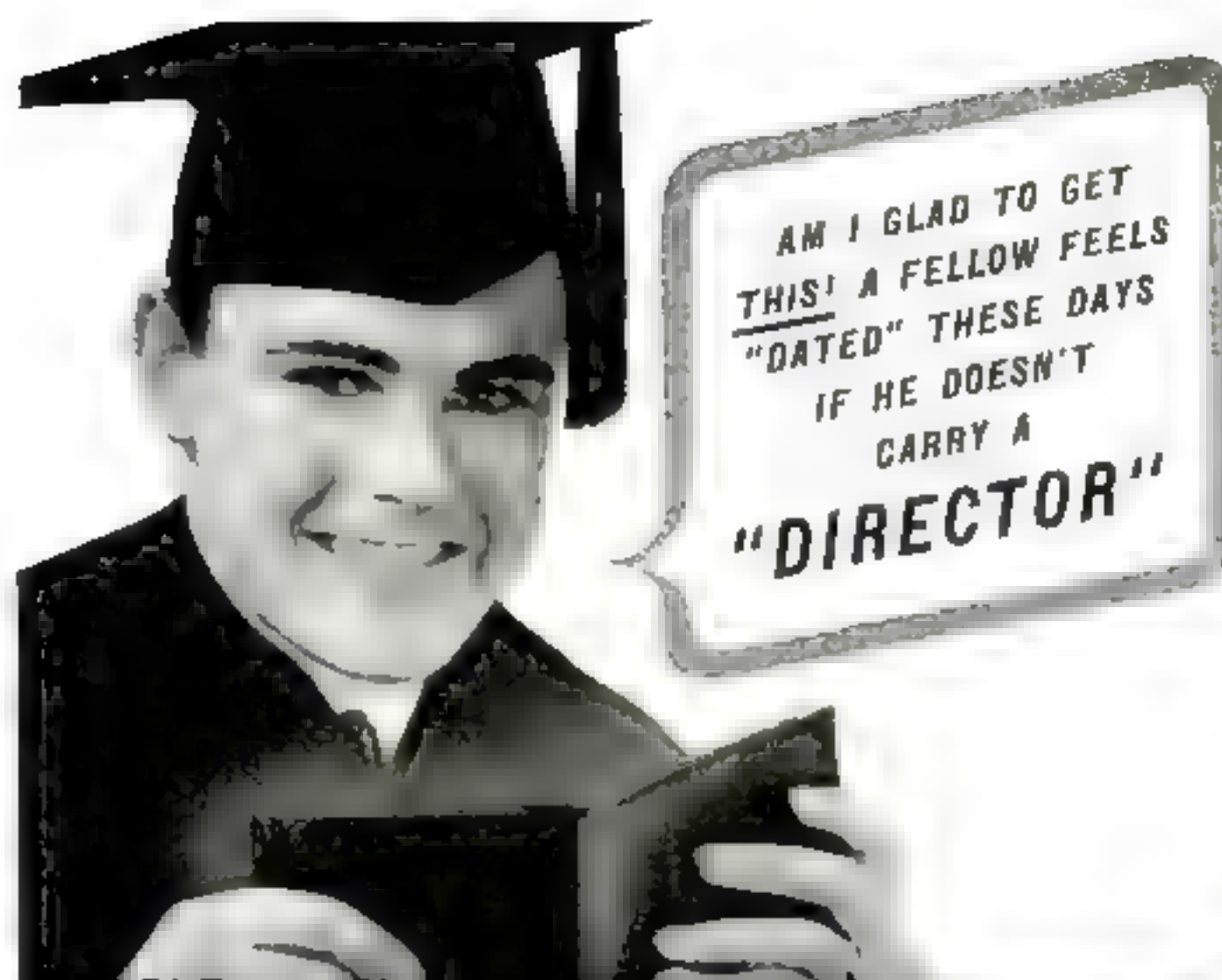
PENDLETON Woolen Mills *Shirts*



BRITAIN'S \$5,000,000,000 BUDGET

Sir John Simon adds up the bill

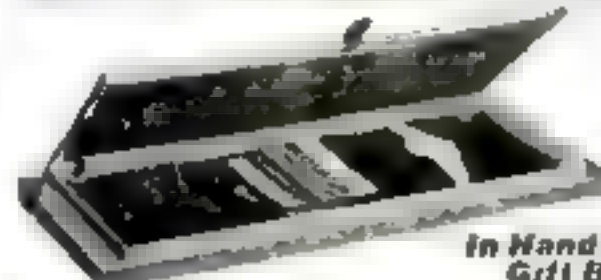
The British Budget is technically the battered red-leather box seen above on Sir John Simon's desk, in which Chancellors of the Exchequer carry the speech that is to become Britain's tax bill. The bill that Sir John is shown putting into the box was the highest in British peacetime history, due to England's frenzied rearmament. It raised the basic income tax to 27½%, raised the tax on tea to 16s a pound, on gasoline to 18s a gallon, added up to more than \$5,000,000,000. The next day the London stock market dropped sharply. To counter opposition to the Budget, Premier Chamberlain raised a six-year ban on Cabinet ministers' speechmaking for local elections.



He's a man, now...
give him a man's gift!

AN AMITY *"Director"* BILLFOLD

HERE IS THE NEW IDEA IN BILLFOLDS



See the "Director" at all leading stores. \$3.50 up. For example: No. 600, brown steerhide, \$3.50. No. 608, imported English Morocco black, \$5. No. 611, full-grained brown ostrich, \$10.

From graduation, birthdays, "going-away" presents, bridge and party prizes... give him an Amity "Director"! This new kind of billfold is making thousands of men pocket proud. No other gift could be more genuinely appreciated. All "Director" billfolds are expertly tailored of finest top grain leathers and modestly priced according to the kind of leather used.

8 FEATURES THAT EVERY MAN LIKES...



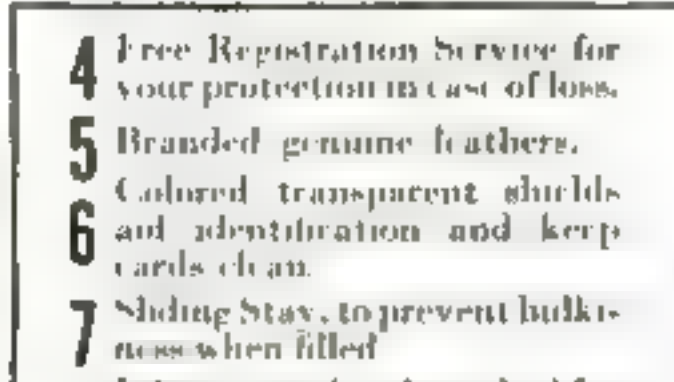
1 **SECRET BILL POCKET**—A real patented protection feature! Your large bills are concealed in hidden pocket.



2 **SLIDING CARD POCKET**—Just pull the tab, and this convenient patented feature reveals cards, passes, etc.



3 **DUPLICATE KEY POCKET**—Concealed pocket for extra keys to your house and car. No more "lock-outs."



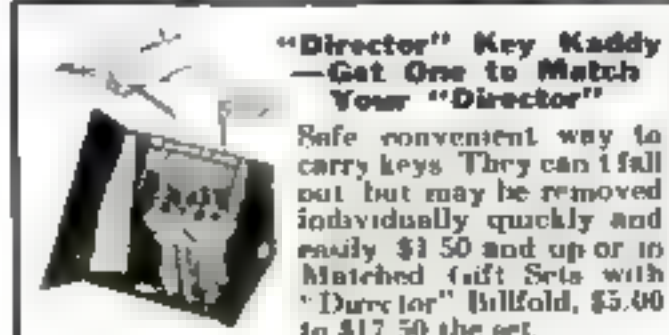
4 Free Registration Service for your protection in case of loss.

5 Branded genuine leathers.

6 Colored transparent shields and identification and keep cards clean.

7 Sliding Stay, to prevent bulkiness when filled.

8 Edges turned and stitched for longer wear and then construction.



"Director" Key Maddy—Get One to Match Your "Director"

Safe convenient way to carry keys. They can't fall out but may be removed individually quickly and easily. \$1.50 and up or in Matched Gift Sets with "Director" Billfold, \$5.00 to \$17.50 the set.



Only the "Director" Has the 8 Exclusive Features

If your dealer can't supply you, order from AMITY LEATHER PRODUCTS CO., WEST BEND, WIS.

Makers of *AMITY*, *Rolfs* and *LaGarde* fine leather products

PICTURES TO THE EDITORS

The discovery of a human skeleton in the storm cellar of a farm outside Pocahontas, Ark., last March opened the fabulous case of Cora Hebner who, charged with murdering her husband, committed suicide April 21 in the Randolph County Jail. A complete chronicle of her case is set forth in the following pictures, taken, with four exceptions, by the undersigned contributors.—Ed

ARKANSAS BONES

By Ed

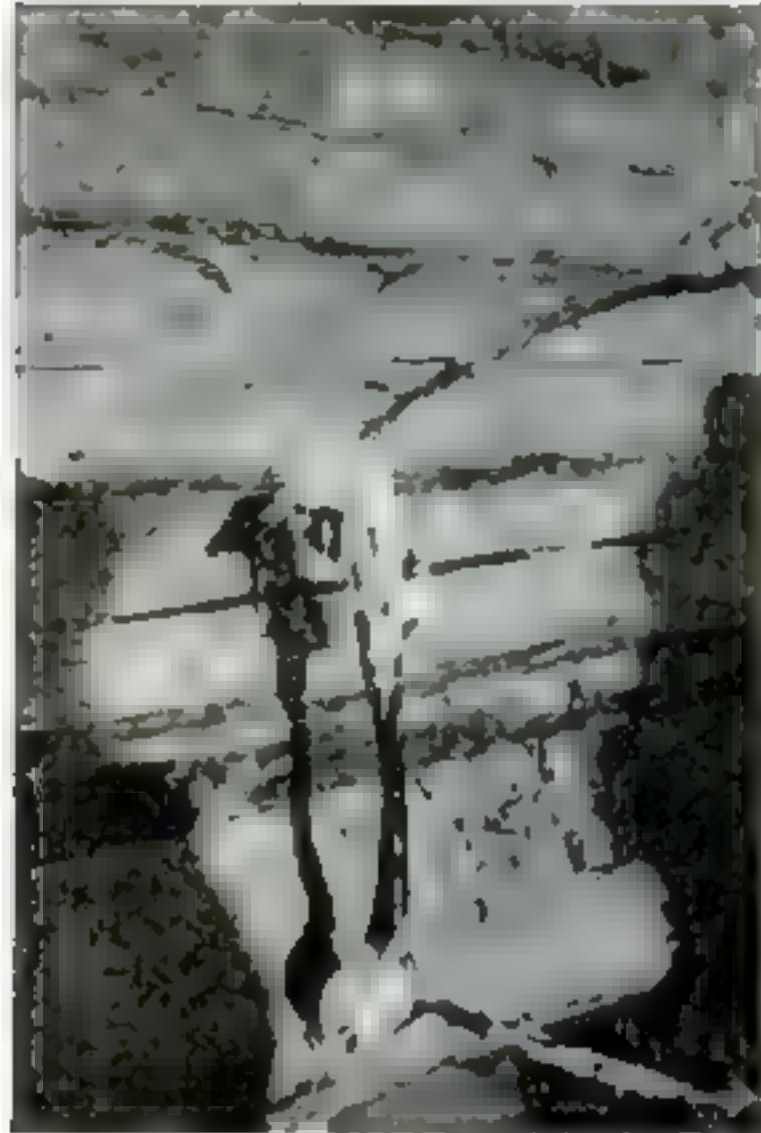
Herewith pictures on Cora Hebner case. They were taken by Chief Deputy Sheriff, Virgil Pace, of this county, and Jack Pryor, Deputy Pace handled practically all of the sheriff's office work on this case and was the only man who was present during all the developments in it. Jack Pryor was present at the digging up of the skeleton, was a member of the coroner's jury which was empaneled on the date of the finding of the skeleton, March 11, and was in session until April 2 investigating the case.

VIRGIL PACE
JACK PRYOR

Pocahontas, Ark.



Cora Hebner stares cockily at the skeleton found on her farm, denies the bones were those of her vanished husband, Will. This picture, released by Acme Newspictures in March, focused national interest on the case.



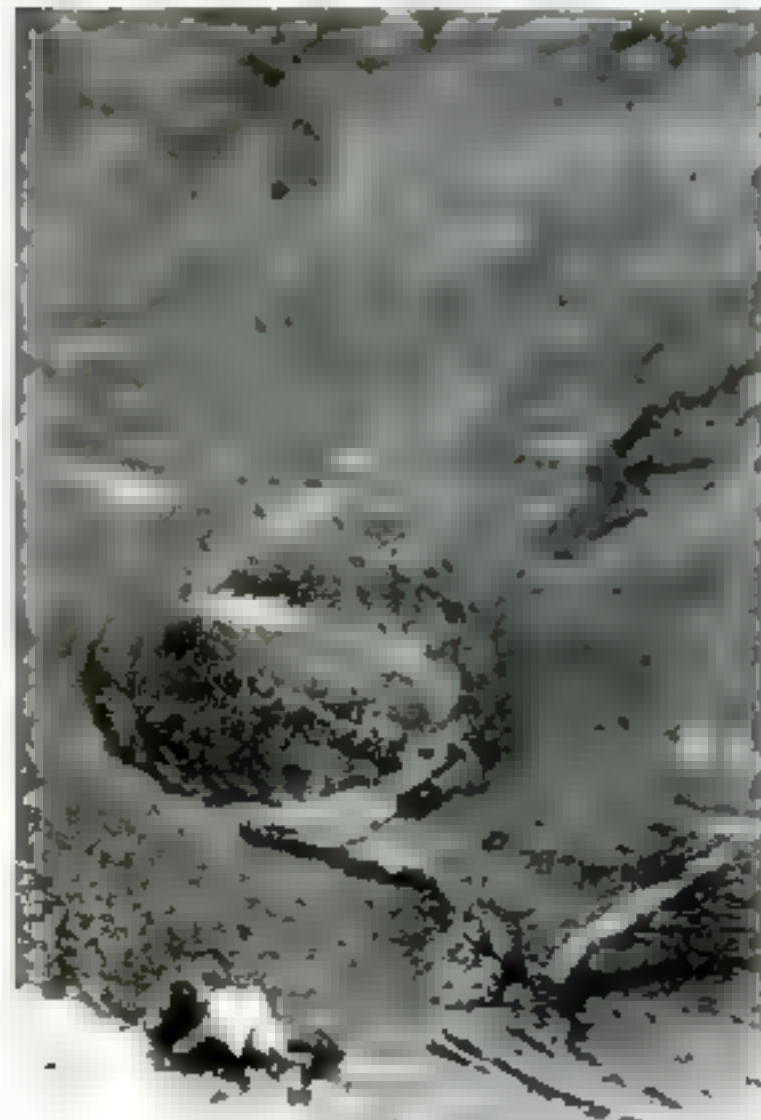
1 From the mud of filled-in cellar investigators hook a thigh bone, bits of flesh.



2 Neighbors watch process of exhumation. Cora Hebner had moved away from her farm week previously. A new tenant spied the bones.



3 Pieces of clothing appear among the logs, stones, debris which Mrs. Hebner had piled into her storm cellar.



4 Bailing water from excavation reveals a skull, more bones, lying at the bottom.



5 Gingerly on a hay hook a digger bears the skull of the unknown man. Observers note four gold crowns on teeth, wonder: "Did Will Hebner have gold crowns?"



6 The complete but unassembled skeleton is spread out on a platform in the sun to dry.



7 The coroner's jury is sworn in. They at once order Mrs. Hebner's arrest for questioning. She is located in Miami, Fla., brought back a few days later.



8 Mrs. Hebner vehemently denies the skeleton was once Will Hebner. Her personal effects show she has been married five times. She declares Will is still alive.



9 Mrs. Hebner is jailed. Coroner's jury has found the skeleton was Will Hebner, that he met his death at hands of Cora Hebner "in a manner unknown."



If I were a man

(A Woman's Viewpoint on "5 O'Clock Shadow")

"If I were a man I'd pay a lot of attention to that phrase, '5 O'Clock Shadow'. It's that messy beard growth which appears prematurely about 5 P.M. You probably have it—most men have.

"Frankly, I can't imagine a woman starting an evening with a smudged face. If I were a man, I'd cultivate face neatness—not just in the morning but throughout the day."

You simply can't avoid "5 O'Clock Shadow" if you use inefficient shaving instruments which "top" the beard... Gem Razor's face-fitting bevel gets the beard at skin level; the 50% thicker, super-keen Gem Blade, stropped 4840 times, leaves no trace of whiskers behind! Be neat all day the Gem way!

• \$1.00 buys a Gem Razor with 5 blades at all dealers. Or send coupon and 25¢ for "Proof" offer.



**AVOID "5 O'CLOCK SHADOW" WITH
GEM RAZOR AND BLADES**

Gem Division, American Safety Razor Corp.
Dept. LE49, Brooklyn, N. Y.

Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

PRINT NAME _____

STREET _____

CITY _____

STATE _____

(If you live in Canada, write Mutual Sales Co., 1209 Kings Street, W., Toronto, 2, Canada)

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"Bob Davis reveals"

CANADA

-the land of
VACATION
ADVENTURE



Bob Davis, the 100,000 mile explorer, pilot, reporter and columnist of the New York Journal-American, is the author of "Canada: The Land of Adventure". Photograph by The Associated Press.



LIVE the pages of Bob Davis's "Canada Cavalcade". Pick any part of this great, cool Northland — the sea-swept shores of the Maritimes, romantic Quebec, Ontario's vast untamed lakelands, the great National Parks of Manitoba, Saskatchewan, Alberta and British Columbia or the fjorded Pacific Coast and the Yukon — for the vacation you like best. Know Canada as Bob Davis knows and writes about it — a land of infinite allure. No red tape at the quickly-accessible border. Fine accommodations reasonably priced. Courtesy everywhere. Write us for details or talk to any Canadian railway or steamship agent.

**CANADIAN
TRAVEL BUREAU**
OTTAWA - CANADA

AP-338

PICTURES TO THE EDITORS

(continued)



10 This picture of Will Hebner was found in Cora's trunk.



11 Suspicious was Cora Hebner's ad for a husband in this matrimonial journal.

Widow
medium
hazel
rested
rich
ness,
nor
dia—
54,
urse,
acted,
per-
M.
... a man who does not have any bad habits, clean-liver, broad-minded.
P-3643, State of Arkansas—Age 48, height 5-4, weight 140, "Golden Rule" religion, blue eyes, nice grey hair, widow by death, American, high school education; own two good farms and nice cottage in the city; shall not answer any post cards; no encumbrances good-natured, loving, loyal, honest; wish to correspond with a good honest man seeking congenial companionship.
P-3646, New York City—Lovable and loving, kind, loyal, natural golden
S-
of 2
hair
rule
min
figur
four
acne
See

12 Month after Will's disappearance Cora advertised herself as "widow by death." Will had previously used this publication to obtain several of his 10 wives.



The mystery man of Pocatong was as great a mystery as ever after a month of investigation by Sheriff John T. Thompson, shown here in an Associated Press photo.

Though the verdict of the coroner's jury had indicted Cora Hebner for the murder of her husband, she remained steadfast in her denial of guilt. She impressed investigators with her apparent intelligence and literacy. According to Deputy Sheriff Pace she was "ever jaunty, willing and superior." Great was the surprise and shock to them and to the Arkansas press when she was found dead in her cell on April 21. She had committed suicide apparently with strychnine which a farewell note declared had been smuggled in to her by her still-living, still-loving husband, Will. Wrote Cora Hebner: "I hope redbirds will sing taps for me."



1 **BETTER LOOKING HAIR!** The time-tested Wildroot Hair Tonic formula plus pure vegetable oil that relieves dry scalp. Keeps hair neatly groomed without that slicked-down look. Mild pleasing scent fades away after using.

2 **REMOVES UGLY DANDRUFF!** Will your scalp stand the fingernail test? Use Wildroot with Oil every morning. Massage half a minute. See how its cleansing action removes dandruff, relieves itching, leaves scalp cool, clean, refreshed.

3 **HELPS CHECK PREMATURE BALDNESS!** By removing the dandruff crust which acts as a covering for seborrheic eczema, the common scalp infection blamed for 70 to 80% of early hair loss. Get Wildroot Hair Tonic with Oil today! For generous trial bottle, send 10¢ to Wildroot, Dept. B-4, Buffalo, N. Y., or Fort Erie, Ont.

IMPORTANT—Wildroot with Oil does not replace regular Wildroot Hair Tonic, used by millions who like a non-oily tonic. At drug counters and barbers everywhere.

**WILDROOT
WITH OIL**
THE 3-ACTION HAIR TONIC



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22 E. 40th STREET, NEW YORK

Baby's CHAFING
SOOTHED, COMFORTED with
CUTICURA
SOAP and OINTMENT

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The world knows no finer Scotch than Haig & Haig. Its exalted reputation is built upon magnificent quality that has been consistently maintained. In this celebrated liquor you'll find Scotch at its glorious best.

Haig & Haig

"PINCH BOTTLE" 12 YEARS OLD • "FIVE STAR" 8 YEARS OLD

BLENDED SCOTS WHISKY • 86.8 PROOF



© THE COCA-COLA COMPANY, 1938

“Take off . . . refreshed”

You're off to a flying start when you start refreshed. So no wonder you find people enjoying *the pause that refreshes* with ice-cold Coca-Cola at airport soda fountains. Thirst asks nothing more.



THE FEEL OF REFRESHMENT
MAKES TRAVEL MORE PLEASANT